

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM538389

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Maranon Capital, L.P.		08/26/2019	Limited Partnership: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Dealer Product Services, LLC		
<b>Street Address:</b>	300 S Wacker Drive, Suite 900		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60606		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4224662	SOCIALBYTE	
<b>Registration Number:</b>	4224659	MOBILE TOUCH	
<b>Registration Number:</b>	3102689	LIFECYCLE MANAGEMENT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2127288111		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	2127288000		
<b>Email:</b>	ipdept@willkie.com		
<b>Correspondent Name:</b>	Sabrina Hasan c/o Willkie Farr & Gallagher		
<b>Address Line 1:</b>	787 Seventh Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10019		
<b>ATTORNEY DOCKET NUMBER:</b>	125703-00009 YNW/BLS		
<b>NAME OF SUBMITTER:</b>	Yae Na Woo		
<b>SIGNATURE:</b>	/Yae Na Woo/		
<b>DATE SIGNED:</b>	08/27/2019		
<b>Total Attachments: 3</b>			
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source=Trademark Release (Dealer) (Executed)#page2.tif			

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**TRADEMARK RELEASE AND REASSIGNMENT**

THIS TRADEMARK RELEASE AND REASSIGNMENT is made as of August 26, 2019 by MARANON CAPITAL, L.P., as Agent for the Lenders (in each case, as defined in the Trademark Security Agreement referred to below).

**W I T N E S S E T H:**

WHEREAS, Agent and Dealer Product Services, LLC, a Delaware limited liability company (“**Grantor**”), were parties to that certain Trademark Security Agreement dated as of August 19, 2016 (the “**Trademark Security Agreement**” capitalized terms used but not otherwise defined herein shall have the respective meanings ascribed thereto in the Trademark Security Agreement), pursuant to which Grantor granted a security interest to Agent in the Trademark Collateral as security for certain obligations owing by Grantor to Agent, including the Trademarks set forth on Schedule 1 hereto; and

WHEREAS, the Trademark Security Agreement was recorded by the Trademark Division of the United States Patent and Trademark Office on August 19, 2016, at Reel 5859, Frame 0502; and

WHEREAS, Grantor has requested that Agent release its security interest in and lien on all of Grantor’s right, title and interest in, to and under the Trademark Collateral and reassign the same to Grantor.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged:

1. Agent hereby releases its continuing first priority security interest in all of Grantor’s right, title and interest in, to and under Trademark Collateral.
2. Agent hereby reassigns, grants and conveys to Grantor, without any representation, recourse or undertaking by Agent, all of Agent's right, title and interest in and to the Trademark Collateral.
3. Agent hereby further authorizes and consents that this release may be recorded and indexed by the Commissioner of Patents and Trademarks of the United States Patent and Trademark Office.

**[Signature Page Follows.]**

IN WITNESS WHEREOF, Agent has caused this Trademark Release and Reassignment to be executed as of the day and year first above written.

MARANON CAPITAL, L.P., as Agent

By: Laura Albrecht  
Name: Laura Albrecht  
Title: Managing Director

**SCHEDULE 1**

**Trademark Registrations**

<b>Mark</b>	<b>Registration No.</b>	<b>Registration Date</b>	<b>Owner/ Applicant</b>
SOCIALBYTE	4224662	10/16/12	Dealer Product Services, Inc.
MOBILE TOUCH	4224659	10/16/12	Dealer Product Services, Inc.
LIFECYCLE MANAGEMENT	3102689	6/13/06	Dealer Product Services, Inc.