

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM539691

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FUTURECAST, LLC		08/30/2019	Limited Liability Company: MISSOURI
RECEIVING PARTY DATA			
Name:	CROSSFIRST BANK		
Street Address:	11440 Tomahawk Creek Pkwy		
City:	Leawood		
State/Country:	KANSAS		
Postal Code:	66211		
Entity Type:	Chartered Bank: KANSAS		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	4780891	MILLENNIAL MINDSET	
Registration Number:	4852941	MARKETING TO MILLENNIALS	
Registration Number:	4814756	CONTENT EXCELLENCE	
Registration Number:	4780890	BRAND LOVE	
Registration Number:	4764385	USEFUL IS THE NEW COOL	
Registration Number:	5783577	YOUTH MINDSET	
Serial Number:	88074212	OLD SOULS IN YOUNG BODIES	
Serial Number:	88074187	MARKETING TO GEN Z	
CORRESPONDENCE DATA			
Fax Number:	3128767934		
<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>			
Phone:	816-460-2503		
Email:	angelica.pogson@dentons.com		
Correspondent Name:	Dentons US LLP		
Address Line 1:	P.O. Box #061080		
Address Line 2:	Wacker Drive Station, Willis Tower		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Tiffany L. Schwartz		

OP \$215.00 4780891

SIGNATURE:	/t/s/
DATE SIGNED:	09/06/2019
Total Attachments: 4 source=Security_Interest_for_CB_from_Futurecast,_LLC#page1.tif source=Security_Interest_for_CB_from_Futurecast,_LLC#page2.tif source=Security_Interest_for_CB_from_Futurecast,_LLC#page3.tif source=Security_Interest_for_CB_from_Futurecast,_LLC#page4.tif	

NOTICE OF INTELLECTUAL PROPERTY SECURITY INTEREST

This Notice of Intellectual Property Security Interest (this "Notice") is entered into and effective as of August 30, 2019, by and between FUTURECAST, LLC, a Missouri limited liability company (including its successors by way of amalgamation, "Grantor"), and CROSSFIRST BANK (together with its successors and assigns "Grantee") (collectively, the "Parties").

WHEREAS Grantor has granted to Grantee a security interest in, among other things, all right, title and interests of Grantor in and to Grantor's trademarks referred to in Schedule "A" attached hereto, owned by Grantor (the "Intellectual Property"), pursuant to that certain Loan and Security Agreement dated as of the date hereof (as amended through the date hereof, the "Security Agreement"); and,

WHEREAS the Parties desire to provide third parties with notice of the grant of security interest described in the preceding paragraph (the "Security Interest").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

1. Grantor hereby agrees that the Security Agreement extends to and creates a security interest in favor of Grantee in the Intellectual Property.

2. The Parties agree that this Notice may be recorded with the United States Patent and Trademark Office and such other authorities as Grantee desires to provide notice to third parties of the Security Interest granted under the Security Agreement. Notwithstanding the foregoing, nothing herein shall be deemed to supersede, nor shall anything herein be used for the purpose of interpreting, the Security Agreement, and this Notice is not intended to alter in any way the rights or obligations of the Parties set forth in the Security Agreement. For the avoidance of doubt, if the terms of this Notice conflict with the Security Agreement, the terms of the Security Agreement shall govern.

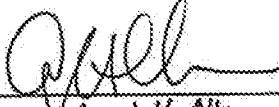
3. This Notice may be executed in counterparts, each of which shall constitute an original and all of which shall, when taken together, constitute one and the same agreement, notwithstanding that all parties may not have signed all counterparts of this Notice.

*Remainder of page intentionally blank.
Signature page follows.*

IN WITNESS WHEREOF, the Parties have entered into this Notice by and through their duly authorized representatives.

GRANTOR:

FUTURECAST, LLC

By: 
Name: Amy Lott Allen
Title: Chief Legal Counsel / EVP Human Resources

GRANTEE:

CROSSFIRST BANK

By: _____
Name: _____
Title: _____

Notice of Intellectual Property Security Interest
Signature Page

TRADEMARK
REEL: 006737 FRAME: 0802

IN WITNESS WHEREOF, the Parties have entered into this Notice by and through their duly authorized representatives.

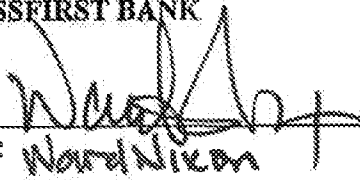
GRANTOR:

FUTURECAST, LLC

By: _____
Name:
Title:

GRANTEE:

CROSSFIRST BANK

By:  _____
Name: Nard Nixon
Title: MD

Notice of Intellectual Property Security Interest
Signature Page

TRADEMARK
REEL: 006737 FRAME: 0803

SCHEDULE A

Trademarks

Mark Number	Mark	Class	App. No.	App. Date	Reg. No.	Reg. Date	Status
563476	MILLENNIAL MINDSET	035	86/450,649	11/11/2014	4,780,891	07/28/2015	Registered
563479	MARKETING TO MILLENNIALS	035	86/450,585	11/11/2014	4,852,941	11/10/2015	Registered
563480	CONTENT EXCELLENCE	035	86/450,570	11/11/2014	4,814,756	09/15/2015	Registered
563482	BRAND LOVE	035	86/450,548	11/11/2014	4,780,890	07/28/2015	Registered
563483	USEFUL IS THE NEW COOL	035	86/450,606	11/11/2014	4,764,385	06/30/2015	Registered
596461	YOUTH MINDSETS	035	88/074,199	08/10/2018	5,783,577	06/18/2019	Registered
602971	OLD SOULS IN YOUNG BODIES	035	88/074,212	08/10/2018			Pending
596467	MARKETING TO GEN Z	035	88/074,187	08/10/2018			Pending