

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM540677

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Conveying and Receiving Party data previously recorded on Reel 006480 Frame 0724. Assignor(s) hereby confirms the United States Trademark Security Interest in U.S. Trademarks.		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SIMPLICITY FINANCIAL MARKETING HOLDINGS INC.	FORMERLY Futurity First Financial Corporation	11/02/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	MANUFACTURERS AND TRADERS TRUST COMPANY		
Street Address:	One M and T Plaza		
Internal Address:	345 Main Street		
City:	Buffalo		
State/Country:	NEW YORK		
Postal Code:	14203		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4099008	ASSETLOCK	
Registration Number:	4735017	A	
Registration Number:	5247175	ASSETLOCK EQUIPPED ADVISOR	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	ipdockets@dbr.com		
Correspondent Name:	Melissa S. Dillenbeck		
Address Line 1:	191 N. Wacker Dr., Ste. 3700		
Address Line 2:	DRINKER BIDDLE & REATH LLP		
Address Line 4:	Chicago, ILLINOIS 60606-1698		
ATTORNEY DOCKET NUMBER:	042858-570792		
NAME OF SUBMITTER:	Melissa S. Dillenbeck		
SIGNATURE:	/Melissa S. Dillenbeck/		
DATE SIGNED:	09/13/2019		

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Total Attachments: 7

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TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM498004

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MANUFACTURERS AND TRADERS TRUST COMPANY		11/02/2018	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	SIMPLICITY FINANCIAL MARKETING HOLDINGS INC.		
Also Known As:	f/k/a Futurity First Financial Corporation		
Street Address:	190 Trumbull Street		
Internal Address:	Suite 301		
City:	Hartford		
State/Country:	CONNECTICUT		
Postal Code:	06103		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4099008	ASSETLOCK	
Registration Number:	4735017	A	
Registration Number:	5247175	ASSETLOCK EQUIPPED ADVISOR	
CORRESPONDENCE DATA			
Fax Number:	3125693000		
<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>			
Email:	ipdockets@dbr.com		
Correspondent Name:	MITA K. LAKHIA		
Address Line 1:	DRINKER BIDDLE & REATH LLP		
Address Line 2:	191 N. WACKER DRIVE, SUITE 3700		
Address Line 4:	CHICAGO, ILLINOIS 60606-1698		
NAME OF SUBMITTER:	Mita K. Lakhia		
SIGNATURE:	/Mita K. Lakhia/		
DATE SIGNED:	11/13/2018		
Total Attachments: 5			
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TRADEMARK

REEL: 006780 FRAME: 0723

UNITED STATES TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (this “**Agreement**”) dated as of November 2, 2018 is made by and between Manufacturers and Traders Trust Company, in its capacity as Administrative Agent (together with its successors and assigns, in such capacity, the “**Lender**”), and Simplicity Financial Marketing Holdings Inc. (f/k/a Futurity First Financial Corporation), (together with its successors and permitted assigns, the “**Grantor**”).

WHEREAS, this Agreement will be filed with the respective Patent and Trademark Offices worldwide to among other things indicate that Lender is collateral assignee with respect to the Trademarks (as defined herein) listed on Schedule A hereto;

WHEREAS, Grantor is the owner of certain trademarks, including the applications and registrations thereof, together with the goodwill of the business connected with the use of and symbolized by the trademarks and all proceeds thereof, including, without limitation, any and all past, present and future causes of action which may exist by reason of infringement thereof, set forth on Schedule A hereto (collectively, the “**Trademarks**”); and

WHEREAS, the Grantor and Lender executed an Amended and Restated Security Agreement, dated as of March 19, 2018 (as amended, restated, amended and restated, modified or supplemented from time to time, the “**Security Agreement**”), pursuant to which Grantor granted and agreed to grant to Lender a security interest in certain of its assets to secure obligations owing to Lender and certain other lenders.

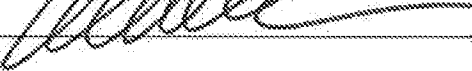
NOW, THEREFORE, for good and valuable consideration, Grantor hereby pledges and grants (and confirms and ratifies all other pledges and grants heretofore made to Lender) to Lender

a security interest and lien in and to the Trademarks to secure the Secured Obligations (as defined in the Security Agreement), subject to the terms and conditions of the Security Agreement.

[Signature Page to Follow]

Executed as of the date first above written.

GRANTOR: ASSETLOCK, LLC

By: 

Name: Bruce Donaldson

Title: Chief Executive Officer and President

**LENDER: MANUFACTURERS AND
TRADERS TRUST COMPANY, in its capacity as
Administrative Agent,**

By: _____
Name: John Parisio, Jr.

Title: Vice President

[Signature Page to United States Trademark Security Agreement]

**TRADEMARK
REEL: 006780 FRAME: 0780**

Executed as of the date first above written.

GRANTOR: ASSETLOCK, LLC

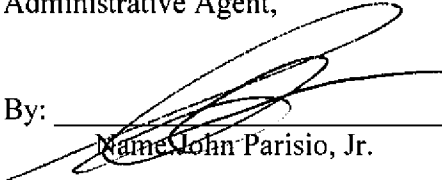
By: _____

Name: Bruce Donaldson

Title: Chief Executive Officer and President

**LENDER: MANUFACTURERS AND
TRADERS TRUST COMPANY**, in its capacity as
Administrative Agent,

By: _____

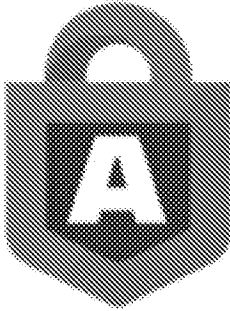

Name: John Parisio, Jr.

Title: Vice President

[Signature Page to United States Trademark Security Agreement]

**TRADEMARK
REEL: 006780 FRAME: 0789**

Schedule A

Country	Trademark	App. No./ App. Date	Reg. No./ Reg. Date
United States	ASSETLOCK	85/363,638 July 5, 2011	4,099,008 February 14, 2012
United States		86/405,184 September 24, 2014	4,735,017 May 12, 2015
United States	ASSETLOCK EQUIPPED ADVISOR	86/881,907 January 21, 201	5,247,175 July 18, 2017