

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM543944

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		RELEASE OF SECURITY INTEREST	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SHEA VENTURES, LLC		09/30/2019	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	BRILLIANT EARTH, LLC		
Street Address:	26 O'FARRELL STREET		
Internal Address:	SUITES 1000, 900, 908, 506, 505, 406		
City:	SAN FRANCISCO		
State/Country:	CALIFORNIA		
Postal Code:	94108		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	5427002	BRILLIANT EARTH	
Registration Number:	3851727	BRILLIANT EARTH	
Registration Number:	3449211	LUXURY WITH A CONSCIENCE	
Registration Number:	5427003		
Registration Number:	3608760		
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>			
Phone:	(858) 550-6412		
Email:	lortiz@cooley.com		
Correspondent Name:	LISA ORTIZ		
Address Line 1:	C/O COOLEY LLP		
Address Line 2:	4401 EASTGATE MALL		
Address Line 4:	SAN DIEGO, CALIFORNIA 92121		
ATTORNEY DOCKET NUMBER:	326420-126		
NAME OF SUBMITTER:	LISA ORTIZ		
SIGNATURE:	/LISA ORTIZ/		
DATE SIGNED:	10/04/2019		

C.H. \$140.00 5427002

Total Attachments: 3

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**RELEASE OF SECURITY INTEREST
IN TRADEMARKS**

This RELEASE OF SECURITY INTEREST IN TRADEMARKS, dated as of September 30, 2019 (this "Release"), is made by SHEA VENTURES, LLC (the "Representative"), in favor of BRILLIANT EARTH, LLC (the "Grantor"), as follows. Capitalized terms used in this Release and not otherwise defined herein have the meanings specified in the Credit Agreement or Intellectual Property Security Agreement.

WITNESSETH

WHEREAS, pursuant to the Intellectual Property Security Agreement, dated as of May 18, 2018, and recorded with the U.S. Patent and Trademark Office on June 4, 2018, at Reel/Frame No. 6397/0414 (the "Intellectual Property Security Agreement"), Grantor granted to the Representative a security interest in and continuing lien on all of Grantor's right, title and interest in, to and under the Trademarks (as defined in the Intellectual Property Security Agreement), including, without limitation, the trademarks set forth on Schedule A attached hereto (the "Released Registered Trademarks"); and

WHEREAS, Grantor has requested that the Representative release its security interest in and continuing lien on all right, title and interest of Grantor in, to and under the Trademarks, including the Released Registered Trademarks; and

WHEREAS, the Representative now desires to terminate and release its security interest in and continuing lien on all right, title and interest of Grantor in, to and under the Trademarks, including the Released Registered Trademarks, and reassign any all rights, title and interest in the same to Grantor.

NOW, THEREFORE, the Representative, without recourse, representation or warranty of any kind or nature, and at Grantor's sole cost and expense, hereby terminates, cancels and releases its security interest in and continuing lien on all right, title and interest of Grantor in, to and under the Trademarks, including the Released Registered Trademarks, and any and all right, title and interest of the Representative in such Trademarks and such Released Registered Trademarks, including all goodwill associated therewith, is hereby assigned, transferred, and conveyed to Grantor.

The Representative authorizes and requests the Commissioner of Patents and Trademarks and any other applicable government officer to record this Release.

[SIGNATURE PAGE FOLLOWS]

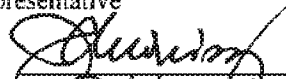
IN WITNESS WHEREOF, the Representative has caused this Release to be duly executed and delivered by its duly authorized officer as of the date first written above.

SHEA VENTURES, LLC,
as Representative

By:

Name:



Title: Duly Authorized Signatory


John C. Morrissey

[Signature Page to Release of Security Interest in Trademarks]

**SCHEDULE A
TO
RELEASE OF SECURITY INTEREST
IN TRADEMARKS**

Reel/Frame No. 6397/0414

Trademark	Status	Application Number Application Date	Registration Number Registration Date	Owner
BRILLIANT EARTH	Registered	87554575 8/3/2017	5427002 3/20/2018	Brilliant Earth, LLC
BRILLIANT EARTH	Registered	78715971 9/19/2005	3851727 9/21/2010	Brilliant Earth, LLC
LUXURY WITH A CONSCIENCE	Registered	77318634 10/31/2007	3449211 6/17/2008	Brilliant Earth, LLC
	Registered	87554581 8/3/2017	5427003 3/20/2018	Brilliant Earth, LLC
	Registered	77570532 9/15/2008	3608760 4/21/2009	Brilliant Earth, LLC

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