

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM544631

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release of Security Interests in Trademarks		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PNC Bank, National Association		08/06/2019	National Banking Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	Memo UK Holdings Ltd.		
Street Address:	3rd Floor, 4 Moorgate		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	EC2R 6DA		
Entity Type:	Company: ENGLAND AND WALES		
Name:	Aprimo US LLC		
Street Address:	230 W Monroe Street, Suite 1200		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	Limited Liability Company: DELAWARE		
Name:	Adam Software US Inc.		
Street Address:	230 W Monroe Street, Suite 1200		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	Corporation: DELAWARE		
Name:	Aprimo Marketing Operations UK Ltd.		
Street Address:	3rd Floor, 4 Moorgate		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	EC2R 6DA		
Entity Type:	Company: ENGLAND AND WALES		
Name:	Revenew, Inc.		
Street Address:	230 W Monroe Street, Suite 1200		
City:	Chicago		

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State/Country:	ILLINOIS
Postal Code:	60606
Entity Type:	Corporation: DELAWARE
Name:	Aprimo Belgium NV (formerly known as Adam Software NV)
Street Address:	Kortrijksesteenweg 1108a
City:	Ghent
State/Country:	BELGIUM
Postal Code:	9051
Entity Type:	Limited Liability Company: BELGIUM
Name:	Van Gennep-Media Automation Consulting B.V.
Street Address:	Kortrijksesteenweg 1108a
City:	Ghent
State/Country:	BELGIUM
Postal Code:	9051
Entity Type:	Besloten Vennootschap (B.V.): NETHERLANDS

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2595042	APRIMO

CORRESPONDENCE DATA

Fax Number: 2027393001

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.

Phone: 2027395866

Email: felicia.gordon@morganlewis.com

Correspondent Name: Morgan, Lewis & Bockius LLP

Address Line 1: 1111 Pennsylvania Avenue, NW

Address Line 4: Washington, D.C. 20004

ATTORNEY DOCKET NUMBER:	058438.14.0756
NAME OF SUBMITTER:	Felicia D. Gordon
SIGNATURE:	/Felicia D. Gordon/
DATE SIGNED:	10/10/2019

Total Attachments: 3

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RELEASE OF SECURITY INTERESTS IN TRADEMARKS

THIS RELEASE OF SECURITY INTERESTS IN TRADEMARKS (this "Release"), dated as of August 6, 2019, is executed by PNC BANK, NATIONAL ASSOCIATION, as agent (in such capacity, "Agent"), in favor of MEMO UK HOLDINGS LTD, a company incorporated under the law of England and Wales with registered number 10156227 ("Holdings"), APRIMO US LLC, a Delaware limited liability company ("Aprimo US"), ADAM SOFTWARE US INC, a Delaware corporation ("ADAM US"), APRIMO MARKETING OPERATIONS UK LTD, a company incorporated under the laws of England and Wales with registered number 10162761 ("Aprimo UK"), REVENUE, INC., a Delaware corporation ("Revenew"), APRIMO BELGIUM NV, a limited liability company (*naamloze vennootschap*) incorporated under the laws of Belgium and registered with the Crossroads Bank for Enterprises (*Kruispuntbank van Ondernemingen*) under number 0436.705.876 (formerly known as ADAM Software NV) ("Aprimo Belgium"), and VAN GENNEP-MEDIA AUTOMATION CONSULTING B.V., a *besloten vennootschap met beperkte aansprakelijkheid* formed under the laws of Netherlands and registered with the Dutch trade register under number 33285039 (together with Holdings, Aprimo US, ADAM US, Aprimo UK, Revenew, and Aprimo Belgium, each individually, a "Grantor" and collectively, the "Grantors"). All capitalized terms used in this Release and not otherwise defined herein, shall have the respective meanings given to such terms in the Trademark Security Agreement (as defined below).

RECITALS

A. WHEREAS, the Grantors have, pursuant to that certain Trademark Security Agreement dated October 18, 2017, recorded in the United States Patent and Trademark Office (the "USPTO") on October 23, 2017 at Reel 6188, Frame 0029 (as the same may be amended, amended and restated, restated, supplemented, modified or otherwise in effect prior to the date hereof, the "Trademark Security Agreement") granted to Agent pursuant to the Credit Agreement a security interest in and to all of each Grantor's right, title and interest, including goodwill, in, to and under the Trademarks, including without limitation those trademarks listed on Exhibit A attached hereto (collectively, the "Released Collateral"); and

B. WHEREAS, Agent wishes to terminate and release, without representation or warranty, its security interest in and to the Released Collateral as provided in this Release.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Agent hereby releases, without representation or warranty, its security interest in and to the Released Collateral and terminates the Trademark Security Agreement. Agent acknowledges that this Release may be filed along with any other necessary documentation with the USPTO or any other governmental office to evidence the release granted herein at the sole expense of the Grantors. The Agent authorizes the Grantors and their designees to record this Release with the USPTO and other applicable registry at the sole expense of the Grantors and agrees to provide the Grantors with any information and additional authorization necessary to effect the release of the security interest in the Released Collateral.

[Signature page follows.]

IN WITNESS WHEREOF, Agent has executed this Release of Security Interests in Trademarks
as of the date first set forth above.

AGENT:

PNC BANK, NATIONAL ASSOCIATION


By:  _____
Name: SUNNIE KIM
Title: SENIOR VICE PRESIDENT

Exhibit A

Trademark Registrations

<u>Jurisdiction</u>	<u>Registration No.</u>	<u>Registration Date</u>	<u>Registered Owner</u>	<u>Mark</u>
Benelux	R 773570	12-Sep-2005	ADAM Software NV	ADAM Name registered - Benelux
Benelux	R 773571	12-Sep-2005	ADAM Software NV	ADAM Logo registered - Benelux
Benelux	R 824853	07-Aug-2007	ADAM Software NV	ADAM Media Intelligent Logo
WIPO	1160691	15-Feb-2013	ADAM Software NV	ADAM Name registered
Benelux	920369	10-Sep-2012	Van Gennep-Media Automation Consulting B.V.	Van Gennep Name
US	2595042	16-Jul-2002	Aprimo Marketing Operations UK Ltd	APRIMO
US	2666470	24-Dec-2002	Aprimo Marketing Operations UK Ltd	APRIMO
US	4459480	31-Dec-2013	Revenew, Inc.	Channel Networking
US	3410917	08-Apr-2008	Revenew, Inc.	Revenew