

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM545039

<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>
Marital Trust Under the Last Will Testament of Patricia J. Hicks, dated April 3, 2001, with Bryan Hicks as Trustee		08/20/2019	Trust: UNITED STATES
Residuary Trust Under the Last Will Testament of Patricia J. Hicks, dated April 3, 2001, with Bryan Hicks as Trustee		08/20/2019	Trust: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Snugz/USA Incorporated		
<b>Street Address:</b>	9258 Prosperity Rd.		
<b>City:</b>	West Jordan		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84104		
<b>Entity Type:</b>	Corporation: UTAH		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3665060	SNUGZ	
<b>Registration Number:</b>	1676604	SNUGZ	
<b>Registration Number:</b>	1664758	SNUGZ	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6023826000		
<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>	602-382-6000		
<b>Email:</b>	sschahn@swlaw.com		
<b>Correspondent Name:</b>	Snell & Wilmer L.L.P.		
<b>Address Line 1:</b>	400 E. Van Buren St.		
<b>Address Line 4:</b>	Phoenix, ARIZONA 85004-2202		
<b>ATTORNEY DOCKET NUMBER:</b>	32319.00055		
<b>NAME OF SUBMITTER:</b>	C. Blake Steel		

CH \$90.00 3665060

<b>SIGNATURE:</b>	/C. Blake Steel/
<b>DATE SIGNED:</b>	10/14/2019
<b>Total Attachments: 6</b> source=SnugZ - Tower Arch - 2019 Corporate - Release of Intellectual Property Security Interest (Trusts) (Executed)#page1.tif source=SnugZ - Tower Arch - 2019 Corporate - Release of Intellectual Property Security Interest (Trusts) (Executed)#page2.tif source=SnugZ - Tower Arch - 2019 Corporate - Release of Intellectual Property Security Interest (Trusts) (Executed)#page3.tif source=SnugZ - Tower Arch - 2019 Corporate - Release of Intellectual Property Security Interest (Trusts) (Executed)#page4.tif source=SnugZ - Tower Arch - 2019 Corporate - Release of Intellectual Property Security Interest (Trusts) (Executed)#page5.tif source=SnugZ - Tower Arch - 2019 Corporate - Release of Intellectual Property Security Interest (Trusts) (Executed)#page6.tif	

## RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST

This RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST ("Release") is made and effective as of August 29, 2019 by Marital Trust created under the Last Will and Testament of Patricia J. Hicks, dated April 3, 2001 ("Marital Trust"), Residuary Trust created under the Last Will and Testament of Patricia J. Hicks, dated April 3, 2001 ("Residuary Trust"), Bryan K. Hicks, an individual ("Hicks") and Howard James Adamson, an individual ("Adamson" and together with Marital Trust, Residuary Trust and Hicks, the "Secured Parties" and each, a "Secured Party") in favor of SNUGZ/USA Incorporated, a Utah corporation, (the "Debtor") and its successors, assigns and legal representatives.

WHEREAS, pursuant to that certain Security Agreement by and among the Debtor and the Secured Parties, dated as of February 28, 2005 (the "Security Agreement"), the Debtor pledged and granted to the Secured Parties a security interest in and to all of the right, title and interest of such Debtor in, to and under the IP Collateral (as defined below);

WHEREAS, the Security Agreement was recorded with the United States Patent and Trademark Office; and

WHEREAS, the Debtor has requested that the Secured Parties enter into this Release in order to effectuate, evidence and record the release and reassignment to the Debtor of any and all right, title and interest the Secured Parties may have in the IP Collateral pursuant to the Security Agreement.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each of the Secured Parties hereby states as follows:

1. Release of Security Interest. Secured Party, on behalf of itself, its successors, legal representatives and assigns, hereby terminates the Security Agreement only with respect to itself and terminates, releases and discharges any and all security interests that it has pursuant to the Security Agreement in any and all right, title and interest of the Debtor, and reassigns to the Debtor any and all right, title and interest that it may have, in, to and under the following (collectively, the "IP Collateral");

(a) any and all of the following properties, assets and rights of the Debtor, wherever located, whether now owned or hereafter acquired or arising, and all proceeds and products thereof: all personal and fixture property of every kind and nature including without limitation the intellectual property listed on Exhibit A attached hereto, all goods (including inventory, equipment and any accessories thereto), instruments (including promissory notes), documents, accounts (including receivables), chattel paper (whether tangible or electronic), deposit accounts, letter-of-credit rights (whether or not the letter of credit is evidenced by a writing), commercial

tort claims, securities and all other investment property, supporting obligations, any other contract rights or rights to the payment of money, insurance claims and proceeds, vendor, supplier, manufacturer and customer agreements, and all general intangibles (including all payment intangibles).

2. Recordation. Each Secured Party authorizes the Commissioner for Patents, the Commissioner for Trademarks, and any other government officials to record and register this Release upon request by the Debtor.

3. Further Assurances. Each Secured Party agrees, at the Debtor's expense, to take all further actions, and provide to the Debtor and its successors, assigns and legal representatives all such cooperation and assistance, including, without limitation, the execution and delivery of any and all further documents or other instruments, as the Debtor and its successors, assigns and legal representatives may reasonably request in order to confirm, effectuate or record this Release.

4. Governing Law. This Release and any claim, controversy, dispute or cause of action (whether in contract or tort or otherwise) based upon, arising out of or relating to this Release and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Utah, without giving effect to any choice or conflict of law provision or rule (whether of the State of Utah or any other jurisdiction).

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Angel has duly executed and delivered this Release  
as of the date first above written.

Marital Trust created under the Last Will and  
Testament of Patricia J. Hicks, dated April 3, 2001

By:   
Name: Bryan K. Hicks  
Its: Trustee

Residuary Trust created under the Last Will and  
Testament of Patricia J. Hicks, dated April 3, 2001

By:   
Name: Bryan K. Hicks  
Its: Trustee

  
Bryan K. Hicks

Howard James Adamson

EXHIBIT A

IP COLLATERAL

Case Ref	Official No.	Title	Country	Property Type	Local Classes
14591.81.1.1	15374151	Bottle Assembly	United States of America	Patent	
14591.112	87682103	SNUGZ USA	United States of America	Trademark	40
14591.95	87236269	TRAVERSE	United States of America	Trademark	40
14591.97	87236437	AV -logo	United States of America	Trademark	40
14591.96	87236428	TRAVERSE -logo	United States of America	Trademark	40
14591.83.1.1	164043659	Dual Beam Applicator and Method of Manufacture	United States of America	Patent	
14591.48	3527219	Snuggz USA	United States of America	Trademark	35, 40
14591.107	4295484	Soul Kix	United States of America	Trademark	25
14591.2.1.1.1	6711785	Lanyard Connector and System	United States of America	Patent	
14591.53	3639184	Snuggz USA	United States of America	Trademark	40
14591.2.1.1.1.1	D407110	Lanyard Connector	United States of America	Design Patent	
14591.19	3663060	Snuggz Trademark	United States of America	Trademark	03, 18, 22
14591.59	3866690	SZ logo	United States of America	Trademark	40
14591.2.1.1.1.1.1	D520241	Buckle Portion	United States of America	Design Patent	
14591.59	3866690	SZ logo	United States of America	Trademark	40
14591.61	3866688	SZ	United States of America	Trademark	40

Case Ref	Official No.	Title	Country	Property Type	Local Classes
14591.2.1.1.1.1.1	D536173	Lanyard Connector Surface	United States of America	Design Patent	
14591.21	1676604	SMUGZ in design	United States of America	Trademark	09
14591.14	D-539697	Lanyard Connector	United States of America	Design Patent	
14591.17	1664758	Smugz - TM	United States of America	Trademark	09
14591.11	6941619	Eyeglass Retainer With Dual Use Connectors	United States of America	Patent	
14591.63.1	10039366	Dual Balm Applicator and Method of Manufacture	United States of America	Patent	
14591.21	1676604	SMUGZ in design	United States of America	Trademark	09
14591.92	5159263	ZIP-IT	United States of America	Trademark	40
14591.91	5169707	ZEN	United States of America	Trademark	40
14591.93	5169706	ZEN (Logo)	United States of America	Trademark	03
14591.106	5324301	SoulKix	United States of America	Trademark	25
14591.92	5159263	ZIP-IT	United States of America	Trademark	40
14591.91	5169707	ZEN	United States of America	Trademark	40
14591.93	5169706	ZEN (Logo)	United States of America	Trademark	03
14591.101	5456407	SMUGZ USA	United States of America	Trademark	35, 40
14591.113	553834	PROMO ELEVATED	United States of America	Trademark	35, 40
14591.52	D603084	Pen cap design application	United States of America	Design Patent	
14591.106	5324301	SoulKix	United States of America	Trademark	25
14591.23	TMA731443	Smugz Canada & Design	Canada	Trademark	

Case Ref	Official No.	Title	Country	Property Type	Local Classes
14591101	5456407	SNUGZ USA	United States of America	Trademark	35, 40
14591113	5533834	PROMO ELEVATED	United States of America	Trademark	35, 40
1459116A	TMA757523	Snuggz USA (Classes 35 & 40)	Canada	Trademark	-
1459149A	TMA758772	Snuggz Trademark (classes 35 & 40)	Canada	Trademark	-
1459119A	TMA782181	Snuggz	Canada	Trademark	-
1459149	3530532	Snuggz Service Mark	United States of America	Trademark	40
1459149	3530532	Snuggz Service Mark	United States of America	Trademark	40
1459122A	TMA543865	Snuggz	Canada	Trademark	-
1459117A	TMA548402	Snuggz	Canada	Trademark	-
1459121A	TMA549070	SNUGZ design	Canada	Trademark	-
1459141	3577226	Z COLLECTION	United States of America	Trademark	-