

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM549998

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | RELEASE OF SECURITY INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| CIBC Bank USA | | 11/15/2019 | National Banking Association: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | Direct Line Holdings, LLC | | |
| Street Address: | 724 West Lancaster Avenue, Suite 120 | | |
| Internal Address: | c/o Guardian Capital Partners Fund II, L.P. | | |
| City: | Wayne | | |
| State/Country: | PENNSYLVANIA | | |
| Postal Code: | 19087 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| Name: | SMG Extol, LLC | | |
| Street Address: | 3839 Spinnaker Court | | |
| City: | Fremont | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94538 | | |
| Entity Type: | Limited Liability Company: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4105234 | DIRECTLINE | |
| Registration Number: | 5604837 | LD DIRECTLINE | |
| 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: | Gina C. Armstrong | | |
| Address Line 1: | 105 College Road East, P.O. Box 627 | | |
| Address Line 2: | DRINKER BIDDLE & REATH LLP | | |
| Address Line 4: | Princeton, NEW JERSEY 08542-0627 | | |
| ATTORNEY DOCKET NUMBER: | 220655-588389 | | |

OP \$65.00 4105234

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|---|-------------------|
| NAME OF SUBMITTER: | Erin N. Theroux |
| SIGNATURE: | /Erin N. Theroux/ |
| DATE SIGNED: | 11/19/2019 |
| Total Attachments: 3 source=SMG Extol and Direct Line Holdings - CIBC - Release of Security Interest in Trademarks - 11 15 19#page1.tif source=SMG Extol and Direct Line Holdings - CIBC - Release of Security Interest in Trademarks - 11 15 19#page2.tif source=SMG Extol and Direct Line Holdings - CIBC - Release of Security Interest in Trademarks - 11 15 19#page3.tif | |

**RELEASE OF SECURITY INTEREST IN
UNITED STATES TRADEMARKS**

THIS RELEASE OF SECURITY INTEREST IN UNITED STATES TRADEMARKS (the “Release”) is effective this 15th day of November, 2019, by and between DIRECT LINE HOLDINGS, LLC and SMG EXTOL, LLC, (collectively, “Grantors”), and CIBC BANK USA (“Lender”).

WHEREAS, the Grantors entered into an Acknowledgement of Security Interest in Trademarks dated February 23, 2018 (the “Security Agreement”) with Lender;

WHEREAS, pursuant to the Security Agreement, the Grantors acknowledged that Lender has a security interest in all its right, title, and interest to the trademarks, including the trademarks listed at **Attachment A** (the “Marks”), among other collateral;

WHEREAS, the Security Agreement was recorded in the United States Patent and Trademark Office (the “USPTO”) on February 27, 2018; and

WHEREAS, Lender now desires to release its security interest in and to the Marks pledged pursuant to the Security Agreement.

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

Section 1. Release of Security Interest. Lender hereby releases, relinquishes and discharges its security interest in and to the Marks and reassigns any and all interests it may have in such Marks to the Grantors.

Section 2. Further Assurances. Unless otherwise agreed by the parties, Lender will record this Release with the USPTO. Lender further agrees to execute and deliver any and all further documents and instruments, and do any and all further acts which the Grantors (or their agents or designees) reasonably request in order to confirm this Release and Grantors’ right, title and interest in, to and under the Marks.

[Signature page follows.]

IN WITNESS WHEREOF, the party listed below has caused this **RELEASE OF SECURITY INTEREST IN UNITED STATES TRADEMARKS** to be executed by its duly authorized officer as of the date and the year above written.

CIBC BANK USA

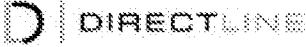


By: _____

Name: Anne Mulock Westbrook

Title: Managing Director

ATTACHMENT A: UNITED STATES TRADEMARKS

| Country | Trademark | App. No./ App. Date | Reg. No./ Reg. Date |
|----------------------|---|--------------------------------|--------------------------------|
| United States | DIRECTLINE | 85/360,585 06-30-2011 | 4,105,234 02-28-2012 |
| United States | LD DIRECTLINE and Design  | 87/711,840 12-07-2017 | 5,604,837 11-13-2018 |