

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM565414

<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>
Alaris USA Inc.	FORMERLY CIBC Bank USA, successor to the Privatebank and Trust Company	02/28/2020	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ymarketing, LLC		
<b>Street Address:</b>	4000 Macarthur Blvd., Suite 350		
<b>City:</b>	Newport Beach		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92660		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3408762	YMARKETING	
<b>Registration Number:</b>	4275659	Y	
<b>Registration Number:</b>	4279186	Y MARKETING DIGITAL.SEARCH.SOCIAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	(734)418-4288		
<b>Email:</b>	trademark@honigman.com		
<b>Correspondent Name:</b>	Julie E. Reitz		
<b>Address Line 1:</b>	Honigman LLP		
<b>Address Line 2:</b>	39400 Woodward Ave., Suite 101		
<b>Address Line 4:</b>	Bloomfield Hills, MICHIGAN 48304-5151		
<b>ATTORNEY DOCKET NUMBER:</b>	260470-377239 ymarketing		
<b>NAME OF SUBMITTER:</b>	Julie E. Reitz		
<b>SIGNATURE:</b>	/Julie E. Reitz/		
<b>DATE SIGNED:</b>	03/05/2020		

CH \$90.00 3408762

**Total Attachments: 3**

source=Alaris Termination of Trademark Security Agreement#page1.tif

source=Alaris Termination of Trademark Security Agreement#page2.tif

source=Alaris Termination of Trademark Security Agreement#page3.tif

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant/Applicant: Underline Communications, LLC  
Two West, LLC  
ymarketing, LLC

Trademarks: See attached Exhibit A

TERMINATION OF TRADEMARK SECURITY AGREEMENT

February 28, 2020

WHEREAS, The Sandbox Group, LLC, a Nevada limited liability company, Sandbox Acquisitions, LLC, a Nevada limited liability company, Underline Communications, LLC, a New York limited liability company (“*Underline*”), and the other grantors party thereto entered into that certain Trademark Security Agreement dated as of March 8, 2016 (as amended, restated, supplemented or otherwise modified from time to time, the “*Underline Security Agreement*”), and recorded in the United States Patent and Trademark Office on March 8, 2016 (filing number 900356780), in favor of Alaris USA Inc., a Delaware corporation, as successor to CIBC Bank USA, which is successor to The Privatebank and Trust Company, as Administrative Agent, on behalf of the Lenders (the “*Secured Party*”); and

WHEREAS, Two West, LLC, a Missouri limited liability company (“*Two West*”) and WaveMaker Labs, LLC, a Missouri limited liability company, entered into that certain Trademark Security Agreement dated as of June 6, 2016 (as amended, restated, supplemented or otherwise modified from time to time, the “*Two West Security Agreement*”), and recorded in the United States Patent and Trademark Office on June 7, 2016 (filing number 900366937), in favor of the Secured Party; and

WHEREAS, ymarketing, LLC, a California limited liability company (“*ymarketing*” and together with Underline and Two West, the “*Companies*”) entered into that certain Trademark Security Agreement dated as of September 21, 2017 (as amended, restated, supplemented or otherwise modified from time to time, the “*ymarketing Security Agreement*” and together with the Underline Security Agreement and the Two West Security Agreement, the “*Security Agreement*”), and recorded in the United States Patent and Trademark Office on September 27, 2017 (filing number 900422580), in favor of the Secured Party.

NOW, THEREFORE, the Secured Party hereby:

1. terminates and releases any and all liens and security interests and reassigns to the Companies any and all right, title and interest of the Secured Party pursuant to the Security Agreement in the Trademarks, without recourse or representation or warranty, express or implied;
2. terminates the Security Agreement and acknowledges and agrees that from and after the date hereof, the Security Agreement will be of no further force or effect, and the rights and obligations of each of the parties thereunder shall terminate; and
3. authorizes and requests the Commissioner of Patents and Trademarks of the United States of America to note and record the existence of the release hereby given.

Capitalized terms used but not defined herein have the meanings ascribed thereto in the Security Agreement.

[Signature Page Follows]

IN WITNESS WHEREOF, the Secured Party has caused this Termination of Patent Security Agreement to be executed by its duly authorized officer effective as of the date above first written.

**SECURED PARTY:**

ALARIS USA INC., as Administrative Agent

By: \_\_\_\_\_  
Name: Michael Ervin  
Title: Chief Legal Officer and Corporate Secretary

[SIGNATURE PAGE TO TERMINATION OF PATENT SECURITY AGREEMENT]

ACTIVE 48821018

**TRADEMARK**  
**REEL: 006883 FRAME: 0480**

**EXHIBIT A**  
**TRADEMARKS**

<b>Owner of Record</b>	<b>Trademark Description</b>	<b>Registration No. / Application No.</b>	<b>Registration Date</b>
Underline Communications, LLC	Underline Communications	U.S Serial No. 76325145 U.S Reg. No. 2673199	January 7, 2003
Two West, Inc.	Digital Anthropology	U.S Serial No. 85069531 U.S Reg. No. 3884581	November 30, 2010
Two West, Inc.	Two West	U.S Serial No. 78748679 U.S. Reg. No. 3157935	October 17, 2006
Two West, Inc.	The Brand Show	U.S. Serial No. 77062038 U.S. Reg. No. 3361069	December 25, 2007
Two West, Inc.	Retail Archetypes	U.S. Serial No. 85320056 U.S. Reg. No. 4580436	August 5, 2014
Two West, Inc.	Compass Marketing Intelligence Tool	U.S Serial No. 86634842 U.S. Reg. No. 4944559	April 26, 2016
ymarketing, LLC	Trademark ownership to the word "ymarketing"	U.S Serial No. 77245957 U.S Reg. No. 3408762	April 8, 2008
ymarketing, LLC	Ownership to the logo "Y"	U.S Serial No. 85643871 U.S Reg. No. 4275659	January 15, 2013
ymarketing, LLC	Logo mark "ymarketing.Digital.Search.Social"	U.S Serial No. 85640048 U.S. Reg. No. 4279186	January 22, 2013

ACTIVE 48819860