

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM566694

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Maritz Holdings Inc.		03/02/2020	Corporation: MISSOURI
RECEIVING PARTY DATA			
Name:	Allegiance Software, Inc.		
Street Address:	10235 South Jordan Gateway		
Internal Address:	5th Floor		
City:	South Jordan		
State/Country:	UTAH		
Postal Code:	84095		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	4538799	BONFIRE	
Registration Number:	4603257	CREATE CUSTOMERS FOR LIFE	
Registration Number:	4012263	CUSTOMERPULSE	
Registration Number:	4012259	CUSTOMERVOICE	
Registration Number:	4012264	EMPLOYEEPULSE	
Registration Number:	4012261	EMPLOYEEVOICE	
Registration Number:	5124983	MOBILECX	
Registration Number:	4012266	SOCIALVOICE	
Registration Number:	4310703	SPOTLIGHT	
CORRESPONDENCE DATA			
Fax Number:	2158325619		
<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:	2155695619		
Email:	pecsenye@blankrome.com		
Correspondent Name:	Timothy D. Pecsénye (074658-19007 ND)		
Address Line 1:	One Logan Square		
Address Line 2:	8th Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		

OP \$240.00 4538799

ATTORNEY DOCKET NUMBER:	074658-19007
NAME OF SUBMITTER:	Timothy D. Pecsénye
SIGNATURE:	/Timothy D. Pecsénye/
DATE SIGNED:	03/12/2020
Total Attachments: 4 source=Amend 1- Release of Security Interests (Allegiance) (PNC-InMoment)#page1.tif source=Amend 1- Release of Security Interests (Allegiance) (PNC-InMoment)#page2.tif source=Amend 1- Release of Security Interests (Allegiance) (PNC-InMoment)#page3.tif source=Amend 1- Release of Security Interests (Allegiance) (PNC-InMoment)#page4.tif	

RELEASE OF SECURITY INTERESTS

THIS RELEASE OF SECURITY INTERESTS (this “Release”) is made and entered into as of March 2, 2020, by Maritz Holdings Inc., a Missouri corporation (“MHI”), in favor of Allegiance Software, Inc., a Delaware corporation (“Allegiance”).

1. MHI is the current holder of the liens and security interests in the trademark registrations and trademark applications set forth in Schedule A attached hereto (collectively, the “Trademarks”) and the patent registrations and patent applications set forth in Schedule B attached hereto (collectively, the “Patents”).

2. MHI hereby terminates its Patent and Trademark Security Agreement dated as of July 1, 2016, and recorded with the United States Patent and Trademark Office on July 11, 2016, at reel and frame numbers 5832/0824, including, without limitation, the Trademarks, and hereby terminates, cancels and releases any and all security interests in and liens on the Trademarks.

3. MHI hereby terminates its Patent and Trademark Security Agreement dated as of July 1, 2016, and recorded with the United States Patent and Trademark Office on August 9, 2016, at reel and frame numbers 039386/0333, including, without limitation, the Patents, and hereby terminates, cancels and releases any and all security interests in and liens on the Patents.

4. MHI represents and warrants that: (i) it has the full power and authority to execute this Release; (ii) it has not assigned, transferred, restricted or otherwise encumbered any security interest it has against the Trademarks or the Patents; and (iii) it has not recorded or otherwise evidenced its security interest with respect to any trademark, trademark application, patent or patent application owned by Allegiance, other than the Trademarks and the Patents, in any jurisdiction throughout the world.

5. MHI shall take all further actions, and provide to Allegiance, Allegiance’s successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), reasonably requested by Allegiance to more fully and effectively effectuate the purposes of this Release.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the undersigned has caused this Release to be executed by its duly authorized officer as of the date first set forth above.

MHI:

Maritz Holdings Inc.

By: 

Name: Steven M. Gallant

Title: Executive Vice President, General Counsel

TRADEMARK

REEL: 006889 FRAME: 0663

SCHEDULE A

Trademark Registrations and Trademark Applications

Mark	Registration No.	Registration Date
BONFIRE	4538799	May 27, 2014
CREATE CUSTOMERS FOR LIFE	4603257	September 9, 2014
CUSTOMERPULSE	4012263	August 16, 2011
CUSTOMERVOICE	4012259	August 16, 2011
EMPLOYEEPULSE	4012264	August 16, 2011
EMPLOYEEVOICE	4012261	August 16, 2011
MOBILECX	5124983	January 17, 2017
SOCIALVOICE	4012266	August 16, 2011
SPOTLIGHT	4310703	March 26, 2013

SCHEDULE B

Patent Registrations and Patent Applications

Title	Patent Number	Issue Date
Data Encoding for Analysis Acceleration	8,902,086	December 2, 2014