

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM570642

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|------------------------------|------------------------------|
| SUBMISSION TYPE: | RESUBMISSION |
| NATURE OF CONVEYANCE: | RELEASE OF SECURITY INTEREST |
| RESUBMIT DOCUMENT ID: | 900538701 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-----------------|--|----------------|-----------------------|
| Alaris USA Inc. | FORMERLY CIBC Bank USA, successor to the Privatebank and Trust Company | 02/28/2020 | Corporation: DELAWARE |

RECEIVING PARTY DATA

| | |
|---------------------------|-------------------------------------|
| Name: | Two West, LLC |
| Doing Business As: | DBA Sandbox |
| Street Address: | 514 W. 26th Street |
| City: | Kansas City |
| State/Country: | MISSOURI |
| Postal Code: | 64108 |
| Entity Type: | Limited Liability Company: MISSOURI |

PROPERTY NUMBERS Total: 5

| Property Type | Number | Word Mark |
|-----------------------------|---------|-------------------------------------|
| Registration Number: | 3884581 | DIGITAL ANTHROPOLOGY |
| Registration Number: | 3157935 | TWO WEST |
| Registration Number: | 3361069 | THE BRAND SHOW |
| Registration Number: | 4580436 | RETAIL ARCHETYPES |
| Registration Number: | 4944559 | COMPASS MARKETING INTELLIGENCE TOOL |

CORRESPONDENCE DATA

Fax Number:

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: 7344184288
Email: trademark@honigman.com
Correspondent Name: Julie E. Reitz
Address Line 1: Honigman LLP
Address Line 2: 39400 Woodward Ave., Suite 101
Address Line 4: Bloomfield Hills, MICHIGAN 48304-5151

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|--------------------------------|------------------------|
| ATTORNEY DOCKET NUMBER: | 260470-377239 TWO WEST |
|--------------------------------|------------------------|

| | |
|---|------------------|
| NAME OF SUBMITTER: | Julie E. Reitz |
| SIGNATURE: | /Julie E. Reitz/ |
| DATE SIGNED: | 04/06/2020 |
| Total Attachments: 4 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 source=Notice of Non-Recordal#page1.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: 006909 FRAME: 0128

EXHIBIT A
TRADEMARKS

| Owner of Record | Trademark Description | Registration No. / Application No. | Registration Date |
|-------------------------------|--|---|--------------------------|
| 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 |



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

March 10, 2020

PTAS

JULIE E. REITZ
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900538701

United States Patent and Trademark Office
Notice of Non-Recordation of an Assignment Document

The enclosed document has been examined and found non-recordable by the Assignment Recordation Branch of the U.S. Patent and Trademark Office. The reason(s) for non-recordation are stated below:

1. Please correct the entity type for the Receiving Party to reflect a LLC on the cover sheet.

Documents being resubmitted for recordation must reflect the corrected information to be recorded, the Document ID number referenced above and all pages from this submitted document. The original date of filing of this assignment document will be maintained if resubmitted with the appropriate correction(s) by **Thursday, April 9, 2020**, as outlined under 37 CFR 3.51. The resubmitted document must include a stamp with the official date of receipt under 37 CFR 3. Applicants may use the certified procedures under 37 CFR 2.197 or 2.198 for resubmission of the returned papers if they desire to have the benefit of the date of deposit in the United States Postal Service.

To file the resubmission electronically, navigate to the ETAS website at <http://etas.uspto.gov>, click the Start Resubmission button and enter the following information:

Document ID: 900538701
Access Code: UGKDJYECOGDYN92

To file the resubmission in paper, send documents to: U.S. Patent and Trademark Office, Mail Stop: Assignment Recordation Branch, P.O. BOX 1450, Alexandria, VA 22313. If you have any questions regarding this notice, you may contact the Assignment Recordation Branch at 571-272-3350.

ANGELA WHITE
ASSIGNMENT RECORDATION BRANCH
PUBLIC RECORDS DIVISION