

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM583597

<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>
JPMORGAN CHASE BANK, N.A.		06/29/2020	Bank: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ASHLEY STEWART, INC.		
<b>Street Address:</b>	150 MEADOWLANDS PARKWAY SUITE 403		
<b>City:</b>	SECAUCUS		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07094		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>Name:</b>	BUTTERFLY GIFTCARD INC.		
<b>Street Address:</b>	150 MEADOWLANDS PARKWAY SUITE 403		
<b>City:</b>	SECAUCUS		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07094		
<b>Entity Type:</b>	Corporation: VIRGINIA		
<b>Name:</b>	AS IP BRANDS LLC		
<b>Street Address:</b>	150 MEADOWLANDS PARKWAY SUITE 403		
<b>City:</b>	SECAUCUS		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07094		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>Name:</b>	ASLEY STEWART HOLDINGS, INC.		
<b>Street Address:</b>	150 MEADOWLANDS PARKWAY SUITE 403		
<b>City:</b>	SECAUCUS		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07094		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 21</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3939361	ASHLEY SPORT	
<b>TRADEMARK</b>			

OP \$540.00 3939361

Property Type	Number	Word Mark
Registration Number:	4228244	AS
Registration Number:	4000101	DIVA DEALS
Registration Number:	3987515	THE AUTHORITY ON ALLTHINGS DIVA
Registration Number:	3987499	SIZES THAT COMPLIMENT EVERY CURVE
Registration Number:	3076982	ASHLEY STEWART
Registration Number:	2046868	ASHLEY STEWART
Registration Number:	2266303	GREAT WOMEN OF STYLE
Registration Number:	3898317	A LUX
Registration Number:	3878373	ASHLEY SPORT
Registration Number:	4789759	DARE TO BARE
Serial Number:	86484477	ASHLEY AS STEWART
Serial Number:	86542485	ASHLEY TV
Serial Number:	86875234	#DARETOBARE
Serial Number:	86860781	DIVA DOLLAR\$
Serial Number:	86860770	CURVY CA\$H
Serial Number:	86894064	CHURCHFLOW
Serial Number:	86894081	#ASGIVES
Serial Number:	86894094	#IAMASHLEY
Serial Number:	77383905	BUTTERFLY BY ASHLEY STEWART
Serial Number:	76257526	ASHLEY STEWART

**CORRESPONDENCE DATA**

Fax Number: 3032231111

*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: (303) 223-1100

Email: DNTrademarkDocket@BHFS.com

Correspondent Name: Andrea M. LaFrance

Address Line 1: 410 Seventeenth Street, Suite 2200

Address Line 4: Denver, COLORADO 80202

ATTORNEY DOCKET NUMBER:	062888.0001
NAME OF SUBMITTER:	Andrea M. LaFrance
SIGNATURE:	/Andrea M. LaFrance/
DATE SIGNED:	06/29/2020

**Total Attachments: 5**

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## RELEASE OF TRADEMARK SECURITY AGREEMENT

THIS RELEASE OF TRADEMARK SECURITY AGREEMENT (this "Release"), effective as of June 29, 2020, is made by **JPMORGAN CHASE BANK, N.A.** ("Lender"), and is as follows:

WHEREAS, **ASHLEY STEWART, INC.**, a Delaware Corporation ("Ashley Stewart"), **BUTTERFLY GIFTCARD INC.**, a Virginia corporation ("Butterfly"), **AS IP BRANDS LLC**, a Delaware limited liability company ("AS IP"), **ASHLEY STEWART HOLDINGS, INC.**, a Delaware corporation ("Holdings"; and together with Ashley Stewart, Butterfly, and AS IP, collectively, "Grantors") and Lender are parties to that certain Trademark Security Agreement dated as of September 16, 2016 (the "Agreement"), which was recorded with the United States Patent and Trademark Office on October 26, 2016 in its records at Reel 5899, Frame 0133; capitalized terms used but not defined herein will have the meaning given to them in the Agreement;

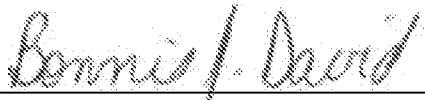
WHEREAS, reference is hereby made to that certain payoff letter dated as of June 29, 2020, among the Grantors and the Lender (the "Payoff Letter").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, subject to and pursuant to the terms of the Payoff Letter, Lender hereby releases its liens and security interests in the trademarks listed on Schedule I attached hereto and made a part hereof, which liens and security interests were established under and pursuant to the Agreement.

[Continued on following page.]

IN WITNESS WHEREOF, Lender has executed this Release to be effective as of the day and year first above written.

**JPMORGAN CHASE BANK, N.A.**

By:   
Name: Bonnie J. David  
Title: Authorized Officer

**SCHEDULE I  
TRADEMARKS**

Grantor	Trademark	Registration Date	Registration Number	Jurisdiction
AS IP Brands LLC	ASHLEY SPORT	04/05/2011	3939361	U.S.
AS IP Brands LLC	AS & DESIGN	10/23/2012	4228244	U.S.
AS IP Brands LLC	DIVA DEALS	07/26/2011	4000101	U.S.
AS IP Brands LLC	THE AUTHORITY ON ALL THINGS DIVA	07/05/2011	3987515	U.S.
AS IP Brands LLC	SIZES THAT COMPLIMENT EVERY CURVE	07/05/2011	3987499	U.S.
AS IP Brands LLC	ASHLEY STEWART	04/04/2006	3076982	U.S.
AS IP Brands LLC	ASHLEY STEWAR	03/25/1997	2046868	U.S.
AS IP Brands LLC	GREAT WOMEN OF STYLE	08/03/1999	2266303	U.S.
AS IP Brands LLC	A LUX	01/04/2011	3898317	U.S.
AS IP Brands LLC	ASHLEY SPORT	11/23/2010	3878373	U.S.
AS IP Brands LLC	DARE TO BARE	08/11/2015	4789759	U.S.
AS IP Brands LLC	A-LUX & DESIGN	12/20/2011	TMA814381	Canada
AS IP Brands LLC	A-LUX & DESIGN	01/28/2011	1199252	Mexico
AS IP Brands LLC	A-LUX & DESIGN	01/28/2011	1199250	Mexico
AS IP Brands LLC	A-LUX & DESIGN	01/28/2011	1199251	Mexico
AS IP Brands LLC	ASHLEY SPORT	04/16/2012	TMA 822182	Canada
AS IP Brands LLC	ASHLEY SPORT & DESIGN	04/16/2012	TMA 822183	Canada
AS IP Brands LLC	ASHLEY STEWART	08/24/2012	1306648	Mexico

	SPORT			
AS IP Brands LLC	ASHLEY STEWART	05/27/2011	1219330	Mexico
AS IP Brands LLC	ASHLEY STEWART	05/27/2011	1219329	Mexico
AS IP Brands LLC	ASHLEY STEWART	06/17/2011	1222885	Mexico
AS IP Brands LLC	ASHLEY STEWART	07/17/2012	TMA 828188	Canada
AS IP Brands LLC	BUTTERFLY BY ASHLEY STEWART	04/28/2016	014976682	EU
AS IP Brands LLC	AS	05/30/2016	014969133	EU
AS IP Brands LLC	ASHLEY STEWART	06/10/2016	014975676	EU
AS IP Brands LLC	ASHLEY STEWART	05/30/2016	014976492	EU
AS IP Brands LLC	DARE TO BARE	05/30/2016	014976104	EU
AS IP Brands LLC	AS ASHLEY STEWART	05/30/2016	014976583	EU
AS IP Brands LLC	ASHLEY AS STEWART	05/30/2016	014976831	EU

#### TRADEMARK APPLICATIONS

Grantor	Trademark Application	Application Filing Date	Application Serial Number	Jurisdiction
AS IP Brands LLC	ASHLEY AS STEWART	12/19/2014	86484477	U.S.
AS IP Brands LLC	ASHLEY TV	02/23/2015	86542485	U.S.
AS IP Brands LLC	#DARETOBAR E	01/14/2016	86875234	U.S.
AS IP Brands LLC	DIVA DOLLAR\$	12/29/2015	86860781	U.S.
AS IP Brands LLC	CURVY CASH	12/29/2015	86860770	U.S.
AS IP Brands LLC	CHURCHFLOW	02/02/2016	86894064	U.S.
AS IP Brands LLC	#ASGIVES	02/02/2016	86894081	U.S.
AS IP Brands LLC	#IAMASHLEY	02/02/2016	86894094	U.S.

AS IP Brands LLC	BUTTERFLY BY ASHLEY STEWART	01/30/2008	77383905	U.S.
AS IP Brands LLC	ASHLEY STEWART	05/11/2001	76257526	U.S.
AS IP Brands LLC	AS	02/25/2016	1769557	Canada
AS IP Brands LLC	DARE TO BARE	02/25/2016	1769560	Canada
AS IP Brands LLC	AS ASHLEY STEWART	02/25/2016	1769556	Canada
AS IP Brands LLC	ASHLEY AS STEWART	02/25/2016	1769555	Canada
AS IP Brands LLC	BUTTERFLY BY ASHLEY STEWART	02/25/2016	1769553	Canada
AS IP Brands LLC	#IAMASHLEY	02/26/2016	1769638	Canada

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**RECORDED: 06/29/2020**

**TRADEMARK  
REEL: 006982 FRAME: 0289**