

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM608373

<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>
Western Alliance Bank		11/04/2020	Corporation: ARIZONA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SmarterHQ, Inc.		
<b>Street Address:</b>	9102 N. Meridian Street, Suite 415		
<b>City:</b>	Indianapolis		
<b>State/Country:</b>	INDIANA		
<b>Postal Code:</b>	46460		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4842618	SMARTERHQ	
<b>Registration Number:</b>	4838344		
<b>Registration Number:</b>	4838343	COMPLETE THE CONVERSATION	
<b>Registration Number:</b>	4221433	SMARTER R E M A R K E T E R S	
<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>Email:</b>	abe.shanehsaz@faegredrinker.com		
<b>Correspondent Name:</b>	Abe Jentry Shanehsaz		
<b>Address Line 1:</b>	300 N. Meridian Street, Suite 2500		
<b>Address Line 4:</b>	Indianapolis, INDIANA 46204		
<b>ATTORNEY DOCKET NUMBER:</b>	984627.10		
<b>NAME OF SUBMITTER:</b>	Caitlin P. Canahai		
<b>SIGNATURE:</b>	/Caitlin P. Canahai/		
<b>DATE SIGNED:</b>	11/12/2020		
<b>Total Attachments: 3</b>			
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OP \$115.00 4842618



## **RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY**

This **RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY** (this "Release") dated as of November 4, 2020, is made by Western Alliance Bank, with an office at 55 Almaden Boulevard, Suite 100, San Jose, California 95113 ("Lender"), in favor of SmarterHQ, Inc., with an office at 9102 N. Meridian Street, Suite 415, Indianapolis, IN 46460 ("Grantor").

**WHEREAS**, pursuant to that certain Intellectual Property Security Agreement dated as of February 28, 2017, by and among Grantor and Lender (the "Security Agreement"), Grantor granted to Lender a continuing security interest in all of Grantor's right, title, and interest in and to certain intellectual property assets, including, without limitation, the trademark registrations set forth on Exhibit A attached hereto (the "Trademark Collateral");

**WHEREAS**, the Security Agreement was recorded with the United States Patent and Trademark Office on March 10, 2017, at Reel/Frame 6007/0790 with respect to the Trademark Collateral; and

**WHEREAS**, any and all secured obligations as defined by the Security Agreement have been satisfied, and the requirements of the Security Agreement for discharge of the liens in the Trademark Collateral have been satisfied.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Lender hereby terminates the Security Agreement, and hereby terminates, cancels, and releases any and all security interests it has against the Trademark Collateral thereunder.

The parties hereto agree that, at any time and from time to time upon written request of the other party, each party will execute and deliver such documents and do such further acts as may be reasonably requested by the other party in order to effect the purpose of this Release.

[SIGNATURE ON NEXT PAGE]

IN WITNESS WHEREOF, Lender has caused this Release to be executed by its duly authorized representative as of the date hereof.

LENDER:

WESTERN ALLIANCE BANK

By: Whitley Mayberry

Name: Whitley Mayberry

Title: Relationship Manager

**SCHEDULE A**

**Trademark Collateral**

<b>Name of Borrower / Subsidiary</b>	<b>Word Mark</b>	<b>Application / Registration Number</b>	<b>Application / Registration Date</b>
SmarterHQ, Inc.	SMARTERHQ	4842618	10-27-2015
SmarterHQ, Inc.		4838344	10-20-2015
SmarterHQ, Inc.	COMPLETE THE CONVERSATION	4838343	10-20-2015
SmarterHQ, Inc.	SMARTER REMARKETERS (& design)	4221433	10-09-2012