

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM617143

|                                   |                              |  |  |
|-----------------------------------|------------------------------|--|--|
| <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>                             |
| Bank of America, N.A.             |                              | 12/18/2020                               | National Banking Association:<br>UNITED STATES |
| <b>RECEIVING PARTY DATA</b>       |                              |  |  |
| <b>Name:</b>                      | Maritz Holdings Inc.         |  |  |
| <b>Street Address:</b>            | 1375 North Highway Drive     |  |  |
| <b>City:</b>                      | Fenton                       |  |  |
| <b>State/Country:</b>             | MISSOURI                     |  |  |
| <b>Postal Code:</b>               | 63099                        |  |  |
| <b>Entity Type:</b>               | Corporation: MISSOURI        |  |  |
| <b>PROPERTY NUMBERS Total: 28</b> |                              |  |  |
| <b>Property Type</b>              | <b>Number</b>                | <b>Word Mark</b>                         |  |
| <b>Registration Number:</b>       | 3433311                      | EVERYTHING REWARDS                       |  |
| <b>Registration Number:</b>       | 3464297                      | CASCADE TRAVEL CONCIERGE                 |  |
| <b>Registration Number:</b>       | 3219152                      | PLAY TO EARN REWARDS                     |  |
| <b>Registration Number:</b>       | 3241551                      | REWARDING SOMEONE ON EARTH EVERY MINUTE  |  |
| <b>Registration Number:</b>       | 3232748                      | DELIVERING RESULTS WITH INSPIRING REWARD |  |
| <b>Registration Number:</b>       | 3771530                      | SALESINCENTIVEMANAGER                    |  |
| <b>Registration Number:</b>       | 3917681                      | MARITZ REAL-TIME REWARDS                 |  |
| <b>Registration Number:</b>       | 3714569                      | RECOGNITIONMANAGER                       |  |
| <b>Registration Number:</b>       | 3700116                      | LOYALTYHQ                                |  |
| <b>Registration Number:</b>       | 3811535                      | 5 C'S OF VIRTUAL VALUE                   |  |
| <b>Registration Number:</b>       | 3693810                      | PURPOSEFUL CHOICE                        |  |
| <b>Registration Number:</b>       | 3807653                      | REWARDS DIRECT BY MARITZ                 |  |
| <b>Registration Number:</b>       | 3649559                      | MARITZ TRAVEL                            |  |
| <b>Registration Number:</b>       | 3493384                      | MARITZ RECOGNITION STUDIO                |  |
| <b>Registration Number:</b>       | 3450110                      | EVERYTHING REWARDS POINTS                |  |
| <b>Serial Number:</b>             | 85510879                     | YOUR REWARDING ESCAPES                   |  |
| <b>Serial Number:</b>             | 85379765                     | DECISIONVUE 360                          |  |
| <b>Serial Number:</b>             | 85368261                     | LINK UP FOR CHARITY                      |  |
| <b>Serial Number:</b>             | 85368258                     | WHERE ASSOCIATIONS ACHIEVE MORE          |  |
| <b>TRADEMARK</b>                  |                              |  |  |

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| Property Type  | Number   | Word Mark                |
|----------------|----------|--------------------------|
| Serial Number: | 85368247 | ACI CONNECTIONS          |
| Serial Number: | 85368240 | GIFTBRIDGE               |
| Serial Number: | 85368230 | ACHIEVELINKS             |
| Serial Number: | 85368222 | ACI                      |
| Serial Number: | 85279775 | YOUR INSTANT SAVINGS     |
| Serial Number: | 85070257 | MINDSPRING               |
| Serial Number: | 77765410 | FUEL PASSPORT            |
| Serial Number: | 77421263 | EVERYTHING GREEN REWARDS |
| Serial Number: | 85368234 | LINKS                    |

**CORRESPONDENCE DATA**

**Fax Number:** 3146673633

*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:** 314-552-6077

**Email:** ipdocket@thompsoncoburn.com

**Correspondent Name:** Shoko Naruo

**Address Line 1:** Thompson Coburn LLP

**Address Line 2:** One US Bank Plaza

**Address Line 4:** St. Louis, MISSOURI 63101

|                                |               |
|--------------------------------|---------------|
| <b>ATTORNEY DOCKET NUMBER:</b> | 4720-205240   |
| <b>NAME OF SUBMITTER:</b>      | Shoko Naruo   |
| <b>SIGNATURE:</b>              | /Shoko Naruo/ |
| <b>DATE SIGNED:</b>            | 12/29/2020    |

**Total Attachments: 3**

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**TERMINATION AND RELEASE OF SECURITY INTEREST  
IN TRADEMARKS**

This **TERMINATION AND RELEASE OF SECURITY INTEREST IN TRADEMARKS**, dated as of December 18, 2020 ("Release"), is made by Bank of America, N.A., as Administrative Agent ("Administrative Agent") in favor of Maritz Holdings Inc. (formerly known as Maritz Inc.), a Missouri corporation ("Obligor").

**WHEREAS**, pursuant to that certain Third Amended and Restated Security and Pledge Agreement dated as of February 28, 2012 (as amended, modified, supplemented, increased, extended, restated, renewed, refinanced or replaced from time to time, the "Security Agreement") by and among the Obligor, Administrative Agent, and others party thereto, Obligor granted to the Administrative Agent, for the benefit of the Lenders, a continuing security interest in, and a right to set off against, any and all right, title and interest of Obligor in and to all Trademarks, including the trademark registrations and trademark applications listed on Schedule A attached hereto (collectively, "Trademark Collateral"); and

**WHEREAS**, pursuant to the Security Agreement, Obligor executed and delivered to Administrative Agent, for the benefit of the Lenders, the Notice of Grant of Security Interest in Trademarks recorded at the United States Patent and Trademark Office ("USPTO") on February 29, 2012 at Reel 4726 Frame 0186 ("Notice").

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Administrative Agent, on behalf of the Lenders, and Obligor agree as follows:

**SECTION 1. Defined Terms.** All capitalized terms used herein but not otherwise defined herein have the meanings given to them in the Security Agreement or Notice.

**SECTION 2. Termination and Release.** Administrative Agent, on behalf of the Lenders, without representation, warranty, or recourse, hereby:

(a) terminates, cancels, discharges, and releases the continuing security interest in, and the right to set off against, any and all right, title and interest of Obligor in and to the Trademark Collateral, including, but not limited to, the foregoing listed on Schedule A attached hereto, granted pursuant to the Security Agreement or Notice; and

(b) authorizes the recordation of this Release with the USPTO at Obligor's expense.

**SECTION 3. Choice of Law.** This Release shall be governed by and construed in accordance with the laws of the State of Missouri.

**IN WITNESS WHEREOF**, the Administrative Agent, on behalf of the Lenders, has caused this Termination and Release of Security Interest in Trademarks to be duly executed as of the date first set forth above.

Administrative Agent:

Bank of America, N.A., as Administrative Agent

By:  \_\_\_\_\_

Name: Tiffany Lin

Title: Assistant Vice President

**Schedule A**

**U.S. Trademarks Subject to Security Interest  
Granted by Maritz Holdings Inc.  
In Favor of Bank of America, N.A., as Administrative Agent  
Recorded February 29, 2012 at Reel 4726 Frame 0186**

**Trademark Registrations**

| <b>Mark</b>  | <b>Reg. No.</b> | <b>Reg. Date</b> |
|--|-----------------|------------------|
| EVERYTHING REWARDS                                   | 3433311         | 05/20/08         |
| CASCADE TRAVEL CONCIERGE                             | 3464297         | 07/08/08         |
| PLAY TO EARN REWARDS                                 | 3219152         | 03/13/07         |
| REWARDING SOMEONE ON EARTH EVERY MINUTE OF EVERY DAY | 3241551         | 05/15/07         |
| DELIVERING RESULTS WITH INSPIRING REWARDS            | 3232748         | 04/24/07         |
| SALESINCENTIVEMANAGER                                | 3771530         | 04/06/10         |
| MARITZ REAL-TIME REWARDS                             | 3917681         | 02/08/11         |
| RECOGNITIONMANAGER                                   | 3714569         | 11/24/09         |
| LOYALTYHQ  | 3700116         | 10/20/09         |
| 5 C'S OF VIRTUAL VALUE                               | 3811535         | 06/29/10         |
| PURPOSEFUL CHOICE                                    | 3693810         | 10/06/09         |
| REWARDS DIRECT BY MARITZ                             | 3807653         | 06/22/10         |
| MARITZ TRAVEL  | 3649559         | 07/07/09         |
| MARITZ RECOGNITION STUDIO                            | 3493384         | 08/26/08         |
| EVERYTHING REWARDS POINTS                            | 3450110         | 06/17/08         |

**Trademark Applications**

| <b>Mark</b>                     | <b>Appl. No.</b> | <b>Filing Date</b> |
|---------------------------------|------------------|--------------------|
| YOUR REWARDING ESCAPES          | 85510879         | 01/06/12           |
| DECISIONVUE 360                 | 85379765         | 07/25/11           |
| LINK UP FOR CHARITY             | 85368261         | 07/11/11           |
| WHERE ASSOCIATIONS ACHIEVE MORE | 85368258         | 07/11/11           |
| ACI CONNECTIONS and Design      | 85368247         | 07/11/11           |
| GIFTBRIDGE                      | 85368240         | 07/11/11           |
| LINKS                           | 85368234         | 07/11/11           |
| ACHIEVELINKS                    | 85368230         | 07/11/11           |
| ACI and Design                  | 85368222         | 07/11/11           |
| YOUR INSTANT SAVINGS            | 85279775         | 03/29/11           |
| MINDSPRING                      | 85070257         | 06/23/10           |
| FUEL PASSPORT                   | 77765410         | 06/22/09           |
| EVERYTHING GREEN REWARDS        | 77421263         | 03/13/08           |