

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM620338

|   |                              |                             |                                     |
|---|------------------------------|-----------------------------|-------------------------------------|
| <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>                  |
| PACIFIC WESTERN BANK  |                              | 09/30/2020                  | STATE CHARTERED BANK:<br>CALIFORNIA |
| <b>RECEIVING PARTY DATA</b>   |                              |                             |                                     |
| <b>Name:</b>  | INCONTEXT SOLUTIONS, INC.    |                             |                                     |
| <b>Street Address:</b>  | 300 W. ADAMS STREET          |                             |                                     |
| <b>Internal Address:</b>  | SUITE 600                    |                             |                                     |
| <b>City:</b>  | CHICAGO                      |                             |                                     |
| <b>State/Country:</b>   | ILLINOIS                     |                             |                                     |
| <b>Postal Code:</b>   | 60606                        |                             |                                     |
| <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>   | 4018919                      | INCONTEXT SOLUTIONS         |                                     |
| <b>Registration Number:</b>   | 4494350                      | SHOPPERMX                   |                                     |
| <b>Registration Number:</b>   | 4854231                      | IDEATE. EVALUATE. ACTIVATE. |                                     |
| <b>Registration Number:</b>   | 5500865                      | INCONTEXT SOLUTIONS         |                                     |
| <b>CORRESPONDENCE DATA</b>  |                              |                             |                                     |
| <b>Fax Number:</b>  | 9193541278                   |                             |                                     |
| <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>Phone:</b>   | (919) 314-3114               |                             |                                     |
| <b>Email:</b>   | diligencereview@pacwest.com  |                             |                                     |
| <b>Correspondent Name:</b>  | PACIFIC WESTERN BANK         |                             |                                     |
| <b>Address Line 1:</b>  | 406 BLACKWELL STREET         |                             |                                     |
| <b>Address Line 2:</b>  | SUITE 240                    |                             |                                     |
| <b>Address Line 4:</b>  | DURHAM, NORTH CAROLINA 27701 |                             |                                     |
| <b>NAME OF SUBMITTER:</b>   | NICHOLAS NANCE               |                             |                                     |
| <b>SIGNATURE:</b>   | /NICHOLAS NANCE-JLT/         |                             |                                     |
| <b>DATE SIGNED:</b>   | 01/14/2021                   |                             |                                     |
| <b>Total Attachments: 4</b>   |                              |                             |                                     |

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## RELEASE OF SECURITY INTEREST

This Release of Security Interest is made as of September 30, 2020, by **PACIFIC WESTERN BANK**, a California state chartered bank ("Bank"), in favor of **INCONTEXT SOLUTIONS, INC.**, a Delaware corporation ("Grantor"), with its principal place of business located at 300 W. Adams Street, Suite 600, Chicago, Illinois 60606.

### Recitals

WHEREAS Grantor granted to Bank a security interest in its copyrights, patents, and trademarks, including without limitation its trademarks, patents and copyrights described on Exhibits A, B and C attached hereto (respectively, and collectively, the "Intellectual Property"), under that certain Intellectual Property Security Agreement dated as of September 28, 2018 (as amended from time to time, the "Security Agreement"), and recorded with the United States Patent and Trademark Office as set forth on Exhibit A.


WHEREAS Grantor has no outstanding obligations to Bank under the terms of the Security Agreement, Bank agrees to release its security interest in the Intellectual Property.

### Agreement

Now therefore, Bank agrees that it terminates and releases its security interest in the Intellectual Property and reassigns to Grantor, without warranty or recourse, all interest of Bank in the Intellectual Property.

**BANK:**

**PACIFIC WESTERN BANK**

By:   
Name: MARK SLOMERSON  
Title: VP

406 Blackwell Street  
Suite 240  
Durham, NC 27701

**EXHIBIT A**

**Trademarks**

Bank's security interest in the following trademarks was recorded at the United States Patent and Trademark Office on October 1, 2018 at Reel and Frame Number 6446/0660:

| <b><u>Description</u></b>   | <b><u>Registration Number</u></b> | <b><u>Registration Date</u></b> |
|-----------------------------|-----------------------------------|---------------------------------|
| INCONTEXT SOLUTIONS         | 4018919                           | 8/30/2011                       |
| SHOPPERMX                   | 4494350                           | 3/11/2014                       |
| IDEATE. EVALUATE. ACTIVATE. | 4854231                           | 11/17/2015                      |
| INCONTEXT SOLUTIONS         | 5500865                           | 6/26/2018                       |

**EXHIBIT B**

**Patents**

Bank's security interest in the following patent was not recorded at the United States Patent and Trademark Office.

| <b><u>Description</u></b>                                     | <b><u>Patent Application<br/>No./Issued Patent No.</u></b> | <b><u>Application/Issue<br/>Date</u></b> |
|---|--|--|
| VIRTUAL REALITY PLATFORM FOR RETAIL<br>ENVIROMENT SIMULATION* | WO2017173457A1<br>10/05/2017                               | WO2017173457A1<br>10/05/2017             |
|   |  |  |
|   |  |  |
|   |  |  |

**EXHIBIT C**

**Copyrights**

| <u>Description</u> | <u>Registration Number</u> | <u>Registration Date</u> |
|--------------------|----------------------------|--------------------------|
| NONE               |                            |                          |
|                    |                            |                          |
|                    |                            |                          |
|                    |                            |                          |