

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM650208

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Western Alliance Bank		06/30/2020	Corporation: ARIZONA
RECEIVING PARTY DATA			
Name:	POPSUGAR, INC.		
Street Address:	111 Sutter Street		
Internal Address:	16th Floor		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94104		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 48			
Property Type	Number	Word Mark	
Serial Number:	85713400	POPSUGAR MUST HAVE	
Serial Number:	85675662	PICT	
Serial Number:	78897280	POPSUGAR	
Serial Number:	78897094	FABSUGAR	
Serial Number:	77808386	CIRCLE OF MOMS	
Serial Number:	77808375	CIRCLE OF MOMS	
Serial Number:	77808334	CIRCLE OF MOMS	
Serial Number:	77776742	ONSUGAR	
Serial Number:	77497915	SHOPSENSE	
Serial Number:	88255245	#TWINNING	
Serial Number:	88050204	POPSUGAR PLAY/GROUND	
Serial Number:	88168977	GLOW	
Serial Number:	88066638	BINGE BY POPSUGAR	
Serial Number:	87717738	POPSUGAR	
Serial Number:	87274938	POPSUGAR	
Serial Number:	87851714	POPSUGAR	
Serial Number:	87713996	TRENDRANK	
Serial Number:	87977654	POPSUGAR	

CH \$1215.00 85713400

Property Type	Number	Word Mark
Serial Number:	87323113	BEAUTY JUNKIE
Serial Number:	87062708	GLOW BY POPSUGAR
Serial Number:	87010902	POWER YOUR HAPPY
Serial Number:	87026627	POPDOCS
Serial Number:	86658851	POWER YOUR HAPPY
Serial Number:	86909997	CLASS FITSUGAR
Serial Number:	86608980	GET THE DISH
Serial Number:	86648751	KNOCK KNOCK WITH RACHEL ANTONOFF
Serial Number:	86910004	EAT THE TREND
Serial Number:	86910000	WE SPY STYLE
Serial Number:	86637823	POPSUGAR MOMMY'S HELPER
Serial Number:	86637805	POPSUGAR WEDDINGS
Serial Number:	86423551	POPSUGAR
Serial Number:	86423597	POPSUGAR
Serial Number:	86439287	FIND YOUR HAPPY
Serial Number:	86423622	POPSUGAR
Serial Number:	86423652	POPSUGAR
Serial Number:	86423619	POPSUGAR
Serial Number:	86423555	POPSUGAR
Serial Number:	86423530	POPSUGAR
Serial Number:	86423525	POPSUGAR
Serial Number:	86423696	POPSUGAR
Serial Number:	86234181	THE BAKERY
Serial Number:	86218907	POPSUGAR
Serial Number:	86082622	POPSUGAR ACTIVE
Serial Number:	85019344	INSANELY ADDICTIVE
Serial Number:	85848557	POPSUGAR
Serial Number:	85738987	THE CIRCLE OF MOMS MONEY SAVER
Serial Number:	85713419	POPSUGAR MUST HAVE BOX
Serial Number:	85713407	THE CIRCLE OF MOMS COOKBOOK

CORRESPONDENCE DATA

Fax Number: 9192823941

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: 919-306-2508

Email: diligencereview@square1bank.com

Correspondent Name: PACIFIC WESTERN BANK

Address Line 1: 406 BLACKWELL STREET

Address Line 2: SUITE 240

TRADEMARK

REEL: 007309 FRAME: 0262

Address Line 4:	DURHAM, NORTH CAROLINA 27701
NAME OF SUBMITTER:	Nicholas Nance
SIGNATURE:	/NicholasNance-TKF/
DATE SIGNED:	05/27/2021
Total Attachments: 3 source=Acknowl. of Termination-WAB (updated 04-2021)#page1.tif source=Acknowl. of Termination-WAB (updated 04-2021)#page2.tif source=Acknowl. of Termination-WAB (updated 04-2021)#page3.tif	

ACKNOWLEDGMENT OF TERMINATION OF
INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Acknowledgment of Termination of Intellectual Property Security Agreement is made with reference to the Intellectual Property Security Agreement dated August 12, 2019 (the "IP Agreement"), by and between POPSUGAR, INC. ("Grantor") as assignor and WESTERN ALLIANCE BANK ("Bank") as assignee.

The IP Agreement was recorded in the United States Patent and Trademark on August 15, 2019, Reel 006720 at Frame 0765 with respect to the Trademarks set forth on Exhibit A hereto (the "Trademarks").

Bank hereby acknowledges and agrees that the IP Agreement has been terminated and that all of the rights and interests of Bank thereunder have been terminated, including, without limitation, all of the rights and interests of Bank in and to the Trademarks.

Bank does hereby further authorize and consent that this Acknowledgment of Termination may be recorded and indexed by the Commissioner of Patents and Trademarks.

Dated: June 30, 2020

WESTERN ALLIANCE BANK

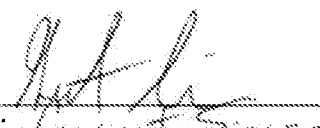
By: 
Name: Laurent Simon
Title: Relationship Manager

Exhibit A

Trademarks - IP Agreement

Reel/Frame: 006720/0765

<u>Registration/ Serial Number</u>	<u>Filing Date</u>	<u>Mark</u>
88255245	01-09-19	#TWINNING
88050204	07-24-18	POPSUGAR PLAY/GROUND
88168977	10-25-18	GLOW
88066638	08-06-18	BINGE BY POPSUGAR
87717738	12-12-17	POPSUGAR
87274938	12-20-17	POPSUGAR
87851714	03-27-18	POPSUGAR
87713996	12-08-17	TRENDRANK
87977654	12-20-16	POPSUGAR
87323113	02-03-17	BEAUTY JUNKIE
87062708	06-07-16	GLOW BY POPSUGAR
87010902	04-22-16	POWER YOUR HAPPY
87026627	05-05-16	POPDOCS
86658851	04-22-16	POWER YOUR HAPPY
86909997	02-17-16	CLASS FITSUGAR
86608980	04-24-15	GET THE DISH
86648751	06-02-15	KNOCK KNOCK WITH RACHEL ANTONOFF
86910004	02-17-16	EAT THE TREND
86910000	02-17-16	WE SPY STYLE
86637823	05-21-15	POPSUGAR MOMMY'S HELPER
86637805	05-21-15	POPSUGAR WEDDINGS
86423551	10-14-14	POPSUGAR
86423597	10-14-14	POPSUGAR
86439287	10-30-14	FIND YOUR HAPPY
86423622	10-14-14	POPSUGAR
86423652	10-14-14	POPSUGAR
86423619	10-14-14	POPSUGAR
86423555	10-14-14	POPSUGAR
86423530	10-14-14	POPSUGAR
86423525	10-14-14	POPSUGAR
86423696	10-14-14	POPSUGAR
86234181	03-27-14	THE BAKERY
86218907	03-12-14	POPSUGAR
86082622	10-04-13	POPSUGAR ACTIVE
85019344	04-21-10	INSANELY ADDICTIVE
85848557	02-13-13	POPSUGAR
85738987	09-26-12	THE CIRCLE OF MOMS MONEY SAVER
85713419	08-27-12	POPSUGAR MUST HAVE BOX
85713407	08-27-12	THECIRCLE OF MOMS COOKBOOK

<u>Registration/ Serial Number</u>	<u>Filing Date</u>	<u>Mark</u>
85713400	08-27-12	POPSUGAR MUST HAVE
85675662	07-12-12	PICT
78897280	05-31-06	POPSUGAR
78897094	05-31-06	FABSUGAR
77808386	08-19-09	CIRLCE OF MOMS
77808375	08-19-09	CIRLCE OF MOMS
77808334	08-19-09	CIRCLE OF MOMS
77776742	07-08-09	ONSUGAR
77497915	06-12-08	SHOPSENSE