

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM653983

<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>
Silicon Valley Bank		06/30/2020	chartered bank: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	POPSUGAR, INC.		
<b>Street Address:</b>	111 Sutter Street		
<b>Internal Address:</b>	16th Floor		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94104		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 69</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4337868	THE CIRCLE OF MOMS COOKBOOK	
<b>Registration Number:</b>	4456268	FOR THE STYLE OBSESSED	
<b>Registration Number:</b>	4452284	POPSUGAR MUST HAVE BOX	
<b>Registration Number:</b>	4434824	POPSUGAR MUST HAVE	
<b>Registration Number:</b>	4056448	CASASUGAR	
<b>Registration Number:</b>	4059699	SAVVYSUGAR	
<b>Registration Number:</b>	4062808	LILSUGAR	
<b>Registration Number:</b>	4056197	TRÈSSUGAR	
<b>Registration Number:</b>	4155169	POPSUGAR CITY	
<b>Registration Number:</b>	3985044	MYPERFECTSALE	
<b>Registration Number:</b>	3870664	INSANELY ADDICTIVE	
<b>Registration Number:</b>	4000710	POPSUGAR TV	
<b>Registration Number:</b>	3548360	FABSUGAR	
<b>Registration Number:</b>	3482396	YUMSUGAR	
<b>Registration Number:</b>	3469643	GEEKSUGAR	
<b>Registration Number:</b>	3482397	PETSUGAR	
<b>Registration Number:</b>	3482394	FITSUGAR	
<b>Registration Number:</b>	3334918	POPSUGAR	

CH \$1740.00 4337868

<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
<b>Registration Number:</b>	3761889	SHOPSTYLE
<b>Registration Number:</b>	3482395	GIGGLESUGAR
<b>Registration Number:</b>	4010141	FASHIONOLOGIE
<b>Registration Number:</b>	4035482	CIRCLE OF MOMS
<b>Registration Number:</b>	3847200	CIRCLE OF MOMS
<b>Registration Number:</b>	3847199	CIRCLE OF MOMS
<b>Registration Number:</b>	3839961	CELEBSTYLE
<b>Registration Number:</b>	3749412	ONSUGAR
<b>Registration Number:</b>	3456594	BUZZSUGAR
<b>Registration Number:</b>	3693689	SHOPSENSE
<b>Registration Number:</b>	3591999	BELLASUGAR
<b>Registration Number:</b>	5049913	POPDOCS
<b>Registration Number:</b>	5061895	GET THE DISH
<b>Registration Number:</b>	5060484	KNOCK KNOCK WITH RACHEL ANTONOFF
<b>Registration Number:</b>	5049114	EAT THE TREND
<b>Registration Number:</b>	5049113	WE SPY STYLE
<b>Registration Number:</b>	4957367	SHOPSTYLE COLLECTIVE
<b>Registration Number:</b>	4925938	POPSUGAR MOMMY'S HELPER
<b>Registration Number:</b>	4892173	POPSUGAR WEDDINGS
<b>Registration Number:</b>	4890389	FAVE BY SHOPSTYLE
<b>Registration Number:</b>	4853967	POPSUGAR
<b>Registration Number:</b>	4844130	POPSUGAR
<b>Registration Number:</b>	4805483	FIND YOUR HAPPY
<b>Registration Number:</b>	4767797	POPSUGAR
<b>Registration Number:</b>	4759418	POPSUGAR
<b>Registration Number:</b>	4759416	POPSUGAR
<b>Registration Number:</b>	4759410	POPSUGAR
<b>Registration Number:</b>	4759409	POPSUGAR
<b>Registration Number:</b>	4759408	POPSUGAR
<b>Registration Number:</b>	4756061	LET'S GO SHOP!
<b>Registration Number:</b>	4747805	POPSUGAR
<b>Serial Number:</b>	86234181	THE BAKERY
<b>Serial Number:</b>	86218907	POPSUGAR
<b>Serial Number:</b>	86082622	POPSUGAR ACTIVE
<b>Serial Number:</b>	86076525	WE SEARCH. WE FIND. WE SHOPSTYLE.
<b>Serial Number:</b>	85675662	PICT
<b>Serial Number:</b>	85738987	THE CIRCLE OF MOMS MONEY SAVER
<b>Serial Number:</b>	85867134	LINKSTAR

Property Type	Number	Word Mark
Serial Number:	85848557	POPSUGAR
Serial Number:	87274938	POPSUGAR
Serial Number:	87093306	ONE SNAP CHECKOUT
Serial Number:	87021468	EMOTICODE
Serial Number:	87050899	LINKS IN A SNAP
Serial Number:	87062708	GLOW BY POPSUGAR
Serial Number:	87010902	POWER YOUR HAPPY
Serial Number:	86402415	TRENDRANK
Serial Number:	86539675	#POPBOOKS
Serial Number:	86550222	POPSTOCK
Serial Number:	86909997	CLASS FITSUGAR
Serial Number:	86723472	SHOPSTYLE SPOTLIGHT
Serial Number:	86658851	POWER YOUR HAPPY

**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

**Address Line 4:** DURHAM, NORTH CAROLINA 27701

<b>NAME OF SUBMITTER:</b>	Nicholas Nance
<b>SIGNATURE:</b>	/NicholasNance-TKF/
<b>DATE SIGNED:</b>	06/15/2021

**Total Attachments: 4**  
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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 April 2, 2014 (the "IP Agreement"), and the Addendum to Intellectual Property Security Agreement (the "Addendum") dated April 3, 2017 by and between POPSUGAR, INC. ("Grantor") as assignor and SILICON VALLEY BANK ("Bank") as assignee.

The IP Agreement was recorded in the United States Patent and Trademark on April 2, 2014, Reel 005250 at Frame 0671 with respect to the Trademarks set forth on Exhibit A hereto (the "Trademarks"), and the Addendum was filed in the United States Patent and Trademark Office on April 25, 2017, Reel 042134 at Frame 0760 with respect to the Patents set forth on Exhibit B hereto (the "Patents"), and on April 4, 2017, Reel 006032 at Frame 0156 with respect to the Trademarks on set forth on Exhibit A-1 hereto.

Bank hereby acknowledges and agrees that the IP Agreement and Addendum have 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 and the Patents.

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

SILICON VALLEY BANK

DocuSigned by:  
By: Mark Turk  
Name: Mark Turk  
Title: Managing Director

**Exhibit A**

**Trademarks - IP Agreement**

**Reel/Frame: 005250/0671; April 2, 2014**

<b><u>Registration/ Serial Number</u></b>	<b><u>Filing Date</u></b>	<b><u>Mark</u></b>
86234181	03-27-14	THE BAKERY
86218907	03-12-14	POPSUGAR
86082622	10-04-13	POPSUGAR ACTIVE
86076525	09-27-13	WE SEARCH. WE FIND. WE SHOPSTYLE.
85675662	07-12-12	PICT
4337868	05-21-13	THE CIRCLE OF MOMS COOKBOOK
85738987	09-26-12	THE CIRCLE OF MOMS MONEYSAVER
85867134	03-05-13	LINKSTAR
85848557	02-13-13	POPSUGAR
4456268	12-24-13	FOR THE STYLE OBSESSED
4452284	12-17-13	POPSUGAR MUST HAVE BOX
4434824	11-19-13	POPSUGAR MUST HAVE
4056448	11-15-11	CASASUGAR
4059699	11-22-11	SAVVYSUGAR
4062808	11-29-11	LILSUGAR
4056197	11-15-11	TRESSUGAR
4155169	06-05-12	POPSUGAR CITY
3985044	06-28-11	MYPERFECTSALE
3870664	11-02-10	INSANELY ADDICTIVE
4000710	07-26-11	POPSUGAR TV
3548360	12-16-08	FABSUGAR
3482396	08-05-08	YUMSUGAR
3469643	07-15-08	GEEKSUGAR
3482397	08-05-08	PETSUGAR
3482394	08-05-08	FITSUGAR
3334918	11-13-07	POPSUGAR
3761889	03-16-10	SHOPSTYLE
3482395	08-05-08	GIGGLESUGAR
4010141	08-09-11	FASHIONLOGIE
4035482	10-04-11	CIRCLE OF MOMS
3847200	09-14-10	CIRCLE OF MOMS
3847199	09-14-10	CIRCLE OF MOMS
3839961	08-31-10	CELEBSTYLE
3749412	02-16-10	ONSUGAR
3456594	07-01-08	BUZZSUGAR
3693689	10-06-09	SHOPSSENSE
3591999	03-17-09	BELLASUGAR

**Exhibit A-1**

**Trademarks - Addendum**

**Reel/Frame: 006032/0156; April 4, 2017**

<b><u>Registration/ Serial Number</u></b>	<b><u>Filing Date</u></b>	<b><u>Mark</u></b>
87274938	12-20-16	POPSUGAR
87093306	07-05-16	ONE SNAP CHECKOUT
87021468	05-02-16	EMOTICODE
87050899	05-26-16	LINKS IN A SNAP
5049913	09-27-16	POPDOCS
87062708	06-07-16	GLOW BY POPSUGAR
87010902	04-22-16	POWER YOUR HAPPY
86402415	09-22-14	TRENDRANK
5061895	10-18-16	GET THE DISH
5060484	10-11-16	KNOCK KNOCK WITH RACHEL ANTONOFF
5049114	09-27-16	EAT THE TREND
5049113	09-27-16	WE SPY STYLE
86539675	02-19-15	#POPBOOKS
86550222	03-02-15	POPSTOCK
86909997	02-17-16	CLASS FITSUGAR
86723472	08-13-15	SHOPSTYLE SPOTLIGHT
4957367	05-10-16	SHOPSTYLE COLLECTIVE
4925938	03-29-16	POPSUGAR MOMMY'S HELPER
86658851	06-11-15	POWER YOUR HAPPY
4892173	01-26-16	POPSUGAR WEDDINGS
4890389	01-19-16	FAVE BY SHOPSTYLE
4853967	11-17-15	POPSUGAR
4844130	11-03-15	POPSUGAR
4805483	09-01-15	FIND YOUR HAPPY
4767797	07-07-15	POPSUGAR
4759418	06-23-15	POPSUGAR
4759416	06-23-15	POPSUGAR
4759410	06-23-15	POPSUGAR
4759409	06-23-15	POPSUGAR
4759408	06-23-15	POPSUGAR
4756061	06-16-15	LET'S GO SHOP!
4747805	06-02-15	POPSUGAR

**Exhibit B**

**Patents - Addendum**

**Reel/Frame: 042134/0760; April 25, 2017**

<b><u>Application/ Patent Number</u></b>	<b><u>Filing Date</u></b>	<b><u>Description</u></b>
15/001,142	01-19-16	Computer Database Access System and Method for Categorizing by Style Ranking