

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM656087

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Crossfirst Bank		12/16/2020	Chartered Bank: KANSAS

RECEIVING PARTY DATA

Name:	BLUE AGENCIES, LLC
Street Address:	7700 Bonhomme Ave, Ste. 700
City:	Saint Louis
State/Country:	MISSOURI
Postal Code:	63105
Entity Type:	Limited Liability Company: MISSOURI
Name:	BRADO CUNEO NOLLAU, LLC
Street Address:	7700 Bonhomme Ave, Ste. 700
City:	Saint Louis
State/Country:	MISSOURI
Postal Code:	63105
Entity Type:	Limited Liability Company: MISSOURI

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	4333786	BRÄDO
Registration Number:	2530869	OPPORTUNITY MAPPING
Registration Number:	4855042	RTI
Registration Number:	4942073	VALUES LINK
Registration Number:	4242009	VOICE CHECK

CORRESPONDENCE DATA

Fax Number:

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: 3147270101

Email: rem@riezmanberger.com

Correspondent Name: Emmett McAuliffe

Address Line 1: 7700 Bonhomme Ave, Ste. 700

Address Line 4: Saint Louis, MISSOURI 63105

TRADEMARK

ATTORNEY DOCKET NUMBER:	27701-041
NAME OF SUBMITTER:	Emmett McAuliffe
SIGNATURE:	/Emmett McAuliffe/
DATE SIGNED:	06/25/2021

Total Attachments: 3

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RELEASE OF SECURITY INTEREST IN TRADEMARKS

This **RELEASE OF SECURITY INTEREST IN TRADEMARKS** (this "*Release*") is effective as of December 16, 2020 ("*Effective Date*") by Crossfirst Bank, a Kansas state chartered bank ("*Lender*") in favor of BLUE AGENCIES, LLC, a Missouri limited liability company ("*Blue Agencies*") and BRADO CUNEO NOLLAU, LLC, a Missouri limited liability company ("*Brado*" and Blue Agencies, each, individually an "*Obligor*" and, collectively the "*Obligors*").

WHEREAS, pursuant to the terms and conditions of (i) that certain Security Agreement dated September 13, 2017 by and between Lender and Brado, and (ii) that certain Pledge and Security Agreement dated November 1, 2018 by and between Obligors and Lender, the Obligors granted to Lender 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 in and to the trademarks and trademark applications listed on the attached Schedule 1 (the "*Intellectual Property*") pursuant to the following agreements: (i) Notice of Grant of Security Interest in Trademarks (as the same may be amended, modified, extended or restated from time to time), each by one or more of the Obligors in favor of the Lender, (ii) Notice of Grant of Security Interest in Trademarks (as the same may be amended, modified, extended or restated from time to time), each by one or more of the Obligors in favor of the Lender and (iii) Notice of Grant of Security Interest in Trademarks (as the same may be amended, modified, extended or restated from time to time), each by one or more of the Obligors in favor of the Lender (collectively, the "*IP Security Agreements*");

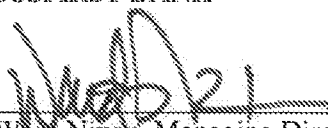
WHEREAS, the IP Security Agreements were recorded with the United States Patent and Trademark Office on Reel/Frame 6491/0017 recorded on November 29, 2018; and

WHEREAS, the Lender wishes to terminate the IP Security Agreements and release and restore all right, title and interest in and to the Intellectual Property to the Obligors.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Lender hereby terminates, cancels and releases any and all security interests or liens it has against the Intellectual Property, and all of the goodwill of the business connected with the use of, and symbolized by the Intellectual Property, and grants, assigns and conveys without recourse or warranty, to the Obligors all of their rights, title and interest in the Intellectual Property.

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

CROSSFIRST BANK

By: 
Ward Nixon, Managing Director

Trademark
Description/Name
SCHEDULE I

TRADEMARKS


Blue Agencies, LLC:

Unregistered tradenames: Blue Holdings

Fictitious Names: Blue Holdings is registered as a fictitious name with the Missouri Secretary of State (No. X00125404).

Brado Cuneo Nollau, LLC:

Registered trademarks:

Trademark Description/Name	Registration/Application Number	Date	Country
BRADO	4333786	May 14, 2013	USA
Opportunity Mapping	2530869 (Supplemental Register)	January 15, 2002	USA
 RTI	4855042	November 17, 2015	USA
Values Link	4942073	April 19, 2016	USA
Voice Check	4242009	November 13, 2012	USA

Unregistered tradenames:

Brado Creative Insight
Brado
SMI
SMI-Alcott
The Alcott Group
Strategic Marketing
Brädo

Common Law Trademarks:

InQuest (qualitative process)
VistaLens
SmartCluster
CrystalCluster
Emotional DNA
Brand Equity Dial
Thought Catchers
Up-close & Personal
SWOT Lights
Motivation Gateway
Market Vision Map
Interactive Segment Icons

Fictitious/Assumed Names:

The fictitious name "Brado Creative Insight" is registered with the Missouri Secretary of State (No. X00960918). "The Alcott Group" is registered as an assumed name with the Illinois Secretary of State.

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