

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM669099

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECOND LIEN TRADEMARK SECURITY AGREEMENT RECORDED AT 5566/0743

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
AUDAX PRIVATE DEBT LLC, as successor collateral agent to NEW MOUNTAIN FINANCE SERVICING, L.L.C.		08/19/2021	Limited Liability Company: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	MATERIAL HOLDINGS, LLC (f/k/a LIEBERMAN RESEARCH WORLDWIDE, LLC)
<b>Street Address:</b>	1900 Avenue of the Stars, Suite 1600
<b>City:</b>	Los Angeles
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90067
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA

## PROPERTY NUMBERS Total: 35

Property Type	Number	Word Mark
<b>Registration Number:</b>	3407222	ACTIONABILITY SUITE
<b>Registration Number:</b>	3494087	ACTIONABILITY WORKSHOP
<b>Registration Number:</b>	4221552	AD STICKINESS
<b>Serial Number:</b>	86046175	BIP
<b>Registration Number:</b>	4507770	BRAND PROTEUS
<b>Registration Number:</b>	4286334	BRANDS AS STEREOTYPES
<b>Serial Number:</b>	86311543	BRANDSCAN
<b>Registration Number:</b>	3401724	CIA
<b>Registration Number:</b>	3351351	EVOLUTION
<b>Registration Number:</b>	4282424	IBID
<b>Serial Number:</b>	86265280	IDENTITY OVERLAP
<b>Registration Number:</b>	4699711	IIM
<b>Registration Number:</b>	4285692	IMPLICIT BRAND IMAGE DECODER
<b>Registration Number:</b>	4431230	IMPLICIT BRAND PERCEPTIONS
<b>Registration Number:</b>	4431231	IMPLICIT BRAND POWER
<b>Registration Number:</b>	4413435	IMPLICIT BRAND RESONANCE

OP \$890.00 3407222

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4456297	IMPLICIT IDENTITY MAPPING
Registration Number:	4209881	IMPLICIT
Registration Number:	2575089	LIEBERMAN RESEARCH WORLDWIDE
Registration Number:	2465335	LRW
Registration Number:	4269720	LRW BRAND HEALTH OPTIMIZER
Registration Number:	4334997	PBSI
Registration Number:	4512426	PIT PERFORMANCE
Registration Number:	4210195	PRAGMATIC BRAIN SCIENCE
Registration Number:	4273508	PRAGMATIC BRAIN SCIENCE INSTITUTE
Registration Number:	4221551	PROMOTIONAL SALIENCE
Registration Number:	4591473	RAPID CHOICE
Registration Number:	4334957	RAPID CHOICE SUBCONSCIOUS ASSOCIATIONS
Registration Number:	4338799	RATIONAL BRAND PERCEPTIONS
Registration Number:	4334958	RCSA
Registration Number:	3372565	RELEVANT CLARITY
Registration Number:	3258231	SO WHAT?
Registration Number:	2631174	THE SCIENCE OF RESEARCH. THE ART OF PROB
Registration Number:	3354349	TURNING INSIGHT INTO IMPACT
Registration Number:	4467487	VOICE IT

#### 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:** 202-370-4750

**Email:** ipteam@cogencyglobal.com

**Correspondent Name:** Joanna McCall

**Address Line 1:** 1025 Connecticut Ave NW, Suite 712

**Address Line 2:** Cogency Global Inc.

**Address Line 4:** Washington, D.C. 20036

<b>ATTORNEY DOCKET NUMBER:</b>	1455153 NM6
<b>NAME OF SUBMITTER:</b>	Christian Craft
<b>SIGNATURE:</b>	/Christian Craft/
<b>DATE SIGNED:</b>	08/20/2021

#### Total Attachments: 6

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**RELEASE OF SECOND LIEN TRADEMARK SECURITY AGREEMENT**

This **RELEASE OF SECOND LIEN TRADEMARK SECURITY AGREEMENT** (the "Trademark Security Release") is made as of August 19, 2021, by **AUDAX PRIVATE DEBT LLC**, as successor collateral agent to **NEW MOUNTAIN FINANCE SERVICING, L.L.C.** (in such capacity, the "Collateral Agent"), in favor of **MATERIAL HOLDINGS, LLC** (f/k/a **LIEBERMAN RESEARCH WORLDWIDE, LLC**) (the "Grantor").

WITNESSETH

WHEREAS, pursuant to (i) that certain Pledge and Security Agreement, dated as of June 30, 2015, by and among Grantor, the other grantors party thereto and New Mountain Finance Servicing, L.L.C. (as heretofore amended, supplemented or otherwise modified, the "Security Agreement") and (ii) that certain Second Lien Trademark Security Agreement, dated as of June 30, 2015, by and between Grantor and New Mountain Finance Servicing, L.L.C. (the "Trademark Security Agreement"; all capitalized terms used herein but not otherwise defined shall have the meanings set forth in the Trademark Security Agreement), the Grantor granted the Collateral Agent a security interest in and continuing lien on all of Grantor's right, title and interest in, to and under all Collateral (as defined in the Security Agreement), including, without limitation, the Trademarks identified on Schedule 1 attached hereto (the "Trademark Security Interest");

WHEREAS, the Trademark Security Agreement was recorded with the United States Patent and Trademark Office on July 1, 2015 at Reel 5566, Frame 0743;

WHEREAS, the Grantor has satisfied in full the terms of the Pledge and Security Agreement and Trademark Security Agreement and requests a release of the Trademark Security Interest; and

WHEREAS, the Collateral Agent, on behalf of itself and the Secured Parties, desires to terminate and grant a release of the Trademark Security Interest as provided in this Trademark Security Release.


NOW THEREFORE, for good and valuable consideration previously tendered by the Grantor, the receipt and sufficiency of which are hereby acknowledged, the Collateral Agent, on behalf of itself and the Secured Parties, does hereby agree as follows:

1. Collateral Agent, on behalf of itself and the Secured Parties, hereby (a) terminates the Trademark Security Agreement, (b) irrevocably releases, relinquishes, terminates and discharges the Trademark Security Interest in its entirety and (c) reassigns to the Grantor any and all right, title and interest of any nature whatsoever which it may hold in or to any of the Trademarks (including, without limitation, its interest in the trademarks and U.S. trademark registrations and applications identified on Schedule 1 attached hereto) and associated common law rights and goodwill appurtenant thereto.
2. The Collateral Agent, on behalf of itself and the Secured Parties, authorizes the United States Patent and Trademark Office and any other applicable governmental authority to record this Trademark Security Release.
3. At the request and sole expense of Grantor, Collateral Agent, on behalf of itself and the Secured Parties, agrees to execute, acknowledge and deliver all such further instruments and to take all such further actions necessary to carry out the purposes of this Trademark Security Release.
4. This Trademark Security Release and the rights and obligations of the parties hereto shall be governed by, and construed and interpreted in accordance with, the laws of the State of New York.

*[Signature page follows]*

IN WITNESS WHEREOF, the party hereto has caused this Trademark Security Release to be duly executed and delivered by their respective officers thereunto duly authorized as of the date above first written.

**AUDAX PRIVATE DEBT LLC,**  
as Collateral Agent

By: 

Name: Adam Weiss

Title: Authorized Signatory

Schedule 1

**Trademarks, Trademark Applications and Trademark Licenses**

<b>Group Company</b>	<b>Service Mark</b>	<b>Country</b>	<b>Appl. No./ Filing Date</b>	<b>Reg. No./ Reg. Date</b>
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	ACTIONABILITY SUITE	U.S.	78/923951 06-Jul-2006	3407222 01-Apr-2008
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	ACTIONABILITY WORKSHOPS	U.S.	78/923909 06-Jul-2006	3494087 26-Aug-2008
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	AD STICKINESS	U.S.	85/554500 28-Feb-2012	4221552 9-Oct-2012
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	BIP	U.S.	86/046175 23-Aug-2013	
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	BRAND PROTEUS	U.S.	85/896617 05-Apr-2013	4507770 1-Apr-2014
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	BRANDS AS STEREOTYPES	U.S.	85/712350 24-Aug-2012	4286334 5-Feb-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	BRANDSCAN	U.S.	86/311543 17-Jun-2014	
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	CIA	U.S.	78/643229 03-Jun-2005	3401724 25-Mar-2008

<b>Group Company</b>	<b>Service Mark</b>	<b>Country</b>	<b>Appl. No./ Filing Date</b>	<b>Reg. No./ Reg. Date</b>
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	EVOLUTION	U.S.	77/135433 20-Mar-2007	3351351 11-Dec-2007
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	IBID	U.S.	85/646844 08-Jun-2012	4282424 29-Jan-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	IDENTITY OVERLAP	U.S.	86/265280 29-Apr-2014	
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	IIM	U.S.	86/354849 1-Aug-2014	4699711 10-Mar-2015
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	IMPLICIT BRAND IMAGE DECODER	U.S.	85/646828 08-Jun-2012	4285692 5-Feb-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	IMPLICIT BRAND PERCEPTIONS	U.S.	85/760754 23-Oct-2012	4431230 12-Nov-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	IMPLICIT BRAND POWER	U.S.	85/760759 23-Oct-2012	4,431,231 12-Nov-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	IMPLICIT BRAND RESONANCE	U.S.	85/761152 23-Oct-2012	4413435 08-Oct-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	IMPLICIT IDENTITY MAPPING	U.S.	85743557 02-Oct-2012	4456297 24-Dec-2013

<b>Group Company</b>	<b>Service Mark</b>	<b>Country</b>	<b>Appl. No./ Filing Date</b>	<b>Reg. No./ Reg. Date</b>
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	ImpliCT	U.S.	85/545996 17-Feb-2012	4209881 18-Sep-2012
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	LIEBERMAN RESEARCH WORLDWIDE	U.S.	75/889448 04-Jan-2000	2575089 04-Jun-2002
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	LRW	U.S.	75/889425 04-Jan-2000	2465335 03-Jul-2001
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	LRW BRAND HEALTH OPTIMIZER	U.S.	85/545966 17-Feb-2012	4269720 01-Jan-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	PBSI	U.S.	85/785499 21-Nov-2012	4334997 14-May-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	PIT PERFORMANCE	U.S.	85/896656 05-Apr-2013	4512426 08-Apr-2014
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	PRAGMATIC BRAIN SCIENCE	U.S.	85/610431 27-Apr-2012	18-Sep-2012 4210195
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	PRAGMATIC BRAIN SCIENCE INSTITUTE	U.S.	85/610457 27-Apr-2012	4273508 08-Jan-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	PROMOTIONAL SALIENCE	U.S.	85/554492 28-Feb-2012	4221551 09-Oct-2012



Group Company	Service Mark	Country	Appl. No./ Filing Date	Reg. No./ Reg. Date
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	RAPID CHOICE	U.S.	86/008,495 12-Jul-2013	4591473 26-Aug-2014
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	RAPID CHOICE SUBCONSCIOUS ASSOCIATIONS	U.S.	85/760767 23-Oct-2012	4334957 14-May-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	RATIONAL BRAND PERCEPTIONS	U.S.	85/760763 23-Oct-2012	4338799 21-May-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	RCSA	U.S.	85/760773 23-Oct-2012	4334958 14-May-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	RELEVANT CLARITY	U.S.	77/188311 23-May-2007	3372565 22-Jan-2008
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	SO WHAT?	U.S.	78/906120 12-Jun-2006	3258231 03-Jul-2007
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	THE SCIENCE OF RESEARCH. THE ART OF PROBLEM SOLVING.	U.S.	76/302219 21-Aug-2001	2631174 08-Oct-2002
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	TURNING INSIGHT INTO IMPACT	U.S.	78/923968 06-Jul-2006	3354349 11-Dec-2007
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	VOICE IT	U.S.	85/732939 19-Sep-2012	4467487 14-Jan-2014

**TRADEMARK**

**RECORDED: 08/20/2021**

**REEL: 007398 FRAME: 0665**