

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM669107

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF FIRST LIEN TRADEMARK SECURITY AGREEMENT RECORDED AT 6783/0992		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
THE GOVERNOR AND COMPANY OF THE BANK OF IRELAND, as Collateral Agent		08/19/2021	Banking Corporation: IRELAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	GADDIS PARTNERS, LTD.		
<b>Street Address:</b>	1801 N. Lamar Blvd.		
<b>City:</b>	Austin		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78701		
<b>Entity Type:</b>	Limited Partnership: TEXAS		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2736364	T3	
<b>Registration Number:</b>	4627757	BRAND DEFINING UTILITY	
<b>Registration Number:</b>	4830661	USEFUL BRAND	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	202-370-4750		
<b>Email:</b>	ipteam@cogencyglobal.com		
<b>Correspondent Name:</b>	Joanna McCall		
<b>Address Line 1:</b>	1025 Connecticut Ave NW, Suite 712		
<b>Address Line 2:</b>	Cogency Global Inc.		
<b>Address Line 4:</b>	Washington, D.C. 20036		
<b>ATTORNEY DOCKET NUMBER:</b>	1455153 B1		
<b>NAME OF SUBMITTER:</b>	Christian Craft		
<b>SIGNATURE:</b>	/Christian Craft/		
<b>DATE SIGNED:</b>	08/20/2021		

OP \$90.00 2736364

**Total Attachments: 3**

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## RELEASE OF FIRST LIEN TRADEMARK SECURITY AGREEMENT

This **RELEASE OF FIRST LIEN TRADEMARK SECURITY AGREEMENT** (the “Release”) is made as of August 19, 2021, by **THE GOVERNOR AND COMPANY OF THE BANK OF IRELAND**, as collateral agent for the Secured Parties (as defined in the Security Agreement referred to below) (in such capacity, the “Collateral Agent”), in favor of **GADDIS PARTNERS, LTD.** (the “Grantor”).

### W I T N E S S E T H

WHEREAS, pursuant to (i) that certain Amended and Restated Pledge and Security Agreement, dated as of June 28, 2019, by and among Grantor, the other grantors party thereto and the Collateral Agent (as heretofore amended, supplemented or otherwise modified, the “Security Agreement”) and (ii) that certain First Lien Trademark Security Agreement, dated as of October 31, 2019, by and between Grantor and Collateral Agent (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 6783 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 October 31, 2019 at Reel 6783, Frame 0992;

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 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:

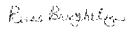
1. Collateral Agent, on behalf of itself and the Secured Parties, hereby (a) terminates the Trademark Security Agreement, (b) irrevocably releases, relinquishes, terminates and discharges the Trademark Security Interest in its entirety and (c) reassigns to the Grantor any and all right, title and interest of any nature whatsoever which it may hold in or to the 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 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 Release.
4. This 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 TESTIMONY WHEREOF, the Collateral Agent has executed this Release by its proper officers thereunto duly authorized.

**THE GOVERNOR AND COMPANY OF THE  
BANK OF IRELAND, as Collateral Agent**

By:   
Name: Manus O'Callaghan  
Title: Director

By:   
Name: Russ Brightly  
Title: Director

Schedule 1

Trademarks, Trademark Applications and Trademark Licenses

Trademarks	Owner/Applicant	Jurisdiction	Date of Application and Application Number	Date of Registration and Registration Number
<b>T3</b>	Gaddis Partners, Ltd.	U.S.	August 15, 2002 76440890	July 15, 2003 2736364
Brand Defining Utility	Gaddis Partners, Ltd.	U.S.	February 7, 2014 86188159	October 28, 2014 4627757
Useful Brand	Gaddis Partners, Ltd.	U.S.	February 18, 2015 86538742	October 13, 2015 4830661