TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM669119

| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|---|
| NATURE OF CONVEYANCE: | RELEASE OF FIRST LIEN TRADEMARK SECURITY AGREEMENT RECORDED AT 6689/0780 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--|----------|----------------|------------------------------|
| THE GOVERNOR AND COMPANY OF THE BANK OF IRELAND, as Collateral Agent | | 08/19/2021 | Banking Corporation: IRELAND |

RECEIVING PARTY DATA

| Name: | MATERIAL HOLDINGS, LLC (f/k/a Lieberman Research Worldwide, LLC) |
|-----------------|--|
| Street Address: | 1900 Avenue of the Stars, Suite 1600 |
| City: | Los Angeles |
| State/Country: | CALIFORNIA |
| Postal Code: | 90067 |
| Entity Type: | Limited Liability Company: CALIFORNIA |

PROPERTY NUMBERS Total: 31

| Property Type | Number | Word Mark |
|----------------------|---------|------------------------------|
| Registration Number: | 3494087 | ACTIONABILITY WORKSHOP |
| Registration Number: | 5253561 | AIM |
| Registration Number: | 4507770 | BRAND PROTEUS |
| Registration Number: | 4286334 | BRANDS AS STEREOTYPES |
| Registration Number: | 4989166 | BRANDSCAN |
| Registration Number: | 3401724 | CIA |
| Registration Number: | 3351351 | EVOLUTION |
| Registration Number: | 4282424 | IBID |
| Registration Number: | 4699711 | IIM |
| Registration Number: | 4285692 | IMPLICIT BRAND IMAGE DECODER |
| Registration Number: | 4431230 | IMPLICIT BRAND PERCEPTIONS |
| Registration Number: | 4431231 | IMPLICIT BRAND POWER |
| Registration Number: | 4413435 | IMPLICIT BRAND RESONANCE |
| Registration Number: | 4456297 | IMPLICIT IDENTITY MAPPING |
| Registration Number: | 4209881 | IMPLICT |
| Registration Number: | 2575089 | LIEBERMAN RESEARCH WORLDWIDE |
| Registration Number: | 2465335 | LRW |

TRADEMARK REEL: 007398 FRAME: 0777

900638250

| Property Type | Number | Word Mark |
|----------------------|----------|--|
| Registration Number: | 5164991 | LRWTONIC |
| Registration Number: | 5164992 | LRWTONIC |
| 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: | 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 |
| Serial Number: | 88462154 | PACE ANALYSIS |

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

| ATTORNEY DOCKET NUMBER: | 1455153 L1 |
|-------------------------|-------------------|
| NAME OF SUBMITTER: | Christian Craft |
| SIGNATURE: | /Christian Craft/ |
| DATE SIGNED: | 08/20/2021 |

Total Attachments: 12

source=L1 First Lien Trademark Security Agreement Release (Material Holdings f_k_a Lieberman) (executed) - 6689.0780#page2.tif

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RELEASE OF FIRST LIEN TRADEMARK SECURITY AGREEMENTS

This RELEASE OF FIRST LIEN TRADEMARK SECURITY AGREEMENTS (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 MATERIAL HOLDINGS, LLC (f/k/a Lieberman Research Worldwide, LLC) (the "Grantor").

WITNESSETH

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"), (ii) that certain First Lien Trademark Security Agreement, dated as of June 30, 2015, by and between Grantor and Collateral Agent (the "2015 Trademark Security Agreement") and (iii) that certain First Lien Trademark Security Agreement, dated as of June 28, 2019, by and between Grantor and Collateral Agent (the "2019 Trademark Security Agreement", together with the 2015 Trademark Security Agreement, the "Trademark Security Agreements"; all capitalized terms used herein but not otherwise defined shall have the meanings set forth in the Trademark Security Agreements, as applicable), 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 2015 Trademark Security Agreement was recorded with the United States Patent and Trademark Office on July 1, 2015 at Reel 5566, Frame 0357;

WHEREAS, the 2019 Trademark Security Agreement was recorded with the United States Patent and Trademark Office on July 9, 2019 at Reel 6689, Frame 0780;

WHEREAS, the Grantor has satisfied in full the terms of the Pledge and Security Agreement and Trademark Security Agreements 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 Agreements, (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]

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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

Rv. Rus Bughiles.

Name: Russ Brightly

Title: Director

[IP Release]

Schedule 1

Release Schedule – Reel/Frame: 6689/0780

Trademarks, Trademark Applications and Trademark Licenses

| Group Company | Service Mark | Country | Appln. No./ | Reg. No./ Reg. Date |
|--------------------------|----------------------|----------|------------------------------|------------------------|
| Material Holdings, | ACTIONABILITY | U.S. | Filing Date 78/923909 | 3494087 |
| LLC (f/k/a Lieberman | WORKSHOP | U.S. | \$ | 26-Aug- |
| Research Worldwide, | Wordshift | | 00 341 2000 | 2008 |
| LLC) | | | | |
| Material Holdings, | AIM | U.S. | 86/696278 | 5253561 |
| LLC (f/k/a Lieberman | | | 17-Jul-2015 | 01-Aug- |
| Research Worldwide, | | | | 2017 |
| LLC) | | | | |
| Material Holdings, | BRAND PROTEUS | U.S. | 85/896617 | 4507770 |
| LLC (f/k/a Lieberman | | | 05-Apr-2013 | 1-Apr-2014 |
| Research Worldwide, | | | | |
| LLC) | | | | |
| Material Holdings, | BRANDS AS | U.S. | 85/712350 | 4286334 |
| LLC (f/k/a Lieberman | STEREOTYPES | | 24-Aug- | 5-Feb-2013 |
| Research Worldwide, | | | 2012 | |
| LLC) | | T. C | 0.6/2.11.7.12 | 1000166 |
| Material Holdings, | BRANDSCAN | U.S. | § | 4989166 |
| LLC (f/k/a Lieberman | | | 17-Jun-2014 | 28-Jun-2016 |
| Research Worldwide, LLC) | | | | |
| Material Holdings, | CIA | U.S. | 78/643229 | 3401724 |
| LLC (f/k/a Lieberman | CIA | 0.3. | 3 | 25-Mar-2008 |
| Research Worldwide, | | | 03 -Ju 11-2003 | 23-Wai-2000 |
| LLC) | | | | |
| Material Holdings, | EVOLUTION | U.S. | 77/135433 | 3351351 |
| LLC (f/k/a Lieberman | | 0.5. | 3 | 11-Dec-2007 |
| Research Worldwide, | | | | |
| LLC) | | | | |
| Material Holdings, | IBID | U.S. | 85/646844 | 4282424 |
| LLC (f/k/a Lieberman | | | 08-Jun-2012 | 29-Jan-2013 |
| Research Worldwide, | | | | |
| LLC) | | | | |
| Material Holdings, | IIM | U.S. | } | 4699711 |
| LLC (f/k/a Lieberman | | | 1-Aug-2014 | 10-Mar-2015 |
| Research Worldwide, | | | | |
| LLC) | | | | |
| Material Holdings, | IMPLICIT BRAND IMAGE | U.S. | 85/646828 | 4285692 |
|) | DECODER | | 08-Jun-2012 | 5-Feb-2013 |
| Research Worldwide, | | | | |
| LLC) | <u>.</u> | <u> </u> | | i |

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| Group Company | Service Mark | Country | Appln. No./ Filing Date | Reg. No./ Reg. Date |
|---|---------------------------------|---|------------------------------------|------------------------------|
| Material Holdings, | IMPLICIT BRAND | U.S. | 85/760754 | 4431230 |
| LLC (f/k/a Lieberman Research Worldwide, LLC) | PERCEPTIONS | | 23-Oct-2012 | 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. | ? | 4456297 24-Dec-2013 |
| 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 | Madrid Protocol | 15-Feb-2012 | 1110030 15-Feb-2012 |
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | LIEBERMAN RESEARCH WORLDWIDE | Madrid Protocol Registration designated in Australia | 3 | 1110030 15-Feb-2012 |
| , | LIEBERMAN RESEARCH WORLDWIDE | Madrid Protocol Registration designated in China | 15-Feb-2012 | 1110030 15-Feb-2012 |
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | LIEBERMAN RESEARCH WORLDWIDE | Madrid Protocol Registration designated in European Union (CTM) | } | 1110030 15-Feb-2012 |
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | LIEBERMAN RESEARCH WORLDWIDE | Madrid Protocol Registration designated in Japan | ζ | 1110030 15-Feb-2012 |
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | LIEBERMAN RESEARCH WORLDWIDE | Madrid Protocol Registration designated in Singapore | 15-Feb-2012 | |
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | LIEBERMAN RESEARCH WORLDWIDE | South Korea | 41-2013- 0036244 16-Sep-2013 | 41-0299565 19-Sep-2014 |
| Material Holdings, | LIEBERMAN RESEARCH | U.S. | 75/889448 | 2575089 |

| Group Company | Service Mark | Country | Appln. No./ | |
|--------------------------|--------------|-------------------------|--------------|-------------|
| | | | Filing Date | Reg. Date |
| | WORLDWIDE | | 04-Jan-2000 | 04-Jun-2002 |
| Research Worldwide, | | | | |
| LLC) | | | | |
| Material Holdings, | LRW | Madrid Protocol | | 1110031 |
| LLC (f/k/a Lieberman | | | 15-Feb-2012 | 15-Feb-2012 |
| Research Worldwide, | | | | |
| LLC) | | | | |
| Material Holdings, | LRW | Madrid Protocol | | 1110031 |
| LLC (f/k/a Lieberman | | Registration | 15-Feb-2012 | 15-Feb-2012 |
| Research Worldwide, | | designated in | | |
| LLC) | | Australia | | |
| Material Holdings, | LRW | Madrid Protocol | | 1110031 |
| LLC (f/k/a Lieberman | | Registration | ` | 15-Feb-2012 |
| Research Worldwide, | | designated in | 10 1 00 2012 | 10 100 2012 |
| LLC) | | China | | |
| Material Holdings, | LRW | Madrid Protocol | | 1110031 |
| LLC (f/k/a Lieberman | Litty | Registration | 15-Feb-2012 | 5 5 |
| Research Worldwide, | | designated in | 13 1 60 2012 | 13 100 2012 |
| LLC) | | European Union | | |
| LLC) | | (CTM) | | |
| Material Holdings, | LRW | Madrid Protocol | | 1110031 |
| LLC (f/k/a Lieberman | LKW | § | 15-Feb-2012 | 5 2 |
| Research Worldwide, | | designated in | 13-1-0-2012 | 13-100-2012 |
| LLC) | | Japan | | |
| Material Holdings, | LRW | Madrid Protocol | | 1110031 |
| LLC (f/k/a Lieberman | LRW | > | | 15-Feb-2012 |
| \$ | | Registration | 13-660-2012 | 13-160-2012 |
| Research Worldwide, LLC) | | designated in Singapore | | |
| \$ | T D33/ | ç | | 1110031 |
| , | LRW | Madrid Protocol | { | ; |
| LLC (f/k/a Lieberman | | Registration | 15-Feb-2012 | 13-Feb-2012 |
| Research Worldwide, | | designated in | | |
| LLC) | I DIV | South Korea | 75/000425 | 2465225 |
| Material Holdings, | LRW | U.S. | 75/889425 | 2465335 |
| LLC (f/k/a Lieberman | | | 04-Jan-2000 | 03-Jul-2001 |
| Research Worldwide, | | | | |
| LLC) | I DIVTONIC | A4 1 1 1 D | | 1220050 |
| Material Holdings, | LRWTONIC | Madrid Protocol | 10 1 2015 | 1338858 |
| LLC (f/k/a Lieberman | | | 12-Jan-2017 | 12-Jan-2017 |
| Research Worldwide, | | | | |
| LLC) | | | | 12205.75 |
| Material Holdings, | LRWTONIC | Madrid Protocol | | 1338858 |
| LLC (f/k/a Lieberman | | Registration | 12-Jan-2017 | 12-Jan-2017 |
| Research Worldwide, | | designated in | | |
| LLC) | | the European | | |
| | | Union | | |
| | | (Community) | | |

| Group Company | Service Mark | Country | Appln. No./ Filing Date | Reg. No./ Reg. Date |
|---|----------------------------|---|------------------------------|----------------------------|
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | LRWTONIC | Madrid Protocol Registration designated in the United Kingdom | | 1338858 12-Jan-2017 |
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | LRWTONIC | U.S. | 87/118032 27-Jul-2016 | 5164991 21-Mar-2017 |
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | LRWTONIC (Stylized) | U.S. | 87/118047 27-Jul-2016 | 5164992 21-Mar-2017 |
| 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 | Madrid Protocol | 3 | 1158713 15-Mar-2013 |
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | PRAGMATIC BRAIN SCIENCE | Madrid Protocol Registration designated in Australia | 15-Mar-2013 | 1158713 15-Mar-2013 |
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | PRAGMATIC BRAIN SCIENCE | Madrid Protocol Registration designated in China | 5 | G1158713 15-Mar-2013 |
| Material Holdings, | PRAGMATIC BRAIN SCIENCE | Madrid Protocol Registration designated in European Union (CTM) | 15-Mar-2013 | 1158713 15-Mar-2013 |
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | PRAGMATIC BRAIN SCIENCE | Madrid Protocol Registration designated in Japan | 15-Mar-2013 | 1158713 15-Mar-2013 |
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | PRAGMATIC BRAIN SCIENCE | Madrid Protocol Registration designated in Singapore | 15-Mar-2013 | 1158713 15-Mar-2013 |

| Group Company | Service Mark | Country | Appln. No./ Filing Date | Reg. No./ Reg. Date |
|--|-------------------------|---------------------|----------------------------|------------------------|
| Material Holdings, | PRAGMATIC BRAIN | Madrid Protocol | | 1158713 |
| LLC (f/k/a Lieberman | SCIENCE | Registration | | 15-Mar-2013 |
| Research Worldwide, | | designated in | | |
| LLC) | | South Korea | | |
| Material Holdings, | PRAGMATIC BRAIN | U.S. | 85/610431 | 4210195 |
| LLC (f/k/a Lieberman | SCIENCE | 0.2. | 27-Apr-2012 | : |
| Research Worldwide, | | | P | 10 July 2012 |
| LLC) | | | | |
| Material Holdings, | PRAGMATIC BRAIN | Madrid Protocol | | 1157054 |
| LLC (f/k/a Lieberman | SCIENCE INSTITUTE | 1110011011011010101 | \ | 15-Mar-2013 |
| Research Worldwide, | | | 10 1144 2010 | 10 11101 2010 |
| LLC) | | | | |
| Material Holdings, | PRAGMATIC BRAIN | Madrid Protocol | | 1157054 |
| LLC (f/k/a Lieberman | SCIENCE INSTITUTE | Registration | | 15-Mar-2013 |
| Research Worldwide, | | designated in | 15 1144 2015 | 10 11111 2015 |
| LLC) | | Australia | | |
| Material Holdings, | PRAGMATIC BRAIN | Madrid Protocol | | 1157054 |
| LLC (f/k/a Lieberman | SCIENCE INSTITUTE | Registration | > | 15-Mar-2013 |
| Research Worldwide, | SCILITEL INSTITUTE | designated in | 13-14141-2013 | 13-1 via 1-2013 |
| LLC) | | European Union | | |
| LLC) | | (CTM) | | |
| Material Holdings, | PRAGMATIC BRAIN | Madrid Protocol | | 1157054 |
| LLC (f/k/a Lieberman | SCIENCE INSTITUTE | Registration | × · | 15-Mar-2013 |
| Research Worldwide, | SCIENCE INSTITUTE | designated in | 13-War-2013 | 13-War-2013 |
| LLC) | | Japan | | |
| Material Holdings, | PRAGMATIC BRAIN | Madrid Protocol | | 1157054 |
| LLC (f/k/a Lieberman | SCIENCE INSTITUTE | Registration | ? | 1157054 15-Mar-2013 |
| Research Worldwide, | SCIENCE INSTITUTE | designated in | 13-Mai-2013 | 13-Mai-2013 |
| LLC) | | Singapore | | |
| Material Holdings, | PRAGMATIC BRAIN | Madrid Protocol | | 1157054 |
| LLC (f/k/a Lieberman | SCIENCE INSTITUTE | Registration | 5 | 1157054 15-Mar-2013 |
| Research Worldwide, | SCIENCE INSTITUTE | designated in | 13-War-2013 | 13-1 viai- 2013 |
| LLC) | | South Korea | | |
| Material Holdings, | PRAGMATIC BRAIN | U.S. | 85/610457 | 4273508 |
| LLC (f/k/a Lieberman | SCIENCE INSTITUTE | 0.3. | 27-Apr-2012 | ž |
| 1 | SCIENCE INSTITUTE | | 27-Apr-2012 | 0 8-Jan- 2013 |
| Research Worldwide, LLC) | | | | |
| <i></i> | EDDOMOTION A I | II C | 95/55/1/02 | 4221551 |
| Material Holdings, LLC (f/k/a Lieberman | PROMOTIONAL SALIENCE | U.S. | 85/554492 28-Feb-2012 | 4221551 |
| Research Worldwide, | SALIENCE | | 20-160-2012 | 09 -0CI- 2012 |
| LLC) | | | | |
| · f | RAPID CHOICE | U.S. | 96/009 405 | 4501472 |
| Material Holdings, | KALID CHOICE | U.S. | 86/008,495 | 4591473 |
| LLC (f/k/a Lieberman | | | 12-Jul-2013 | 26-Aug- 2014 |
| Research Worldwide, | | | | ∠U1 4 |
| LLC) | DELEVANT OF A DITY | II C | 77/100211 | 2272565 |
| Material Holdings, | RELEVANT CLARITY | U.S. | 77/188311 | 3372565 |
| LLC (f/k/a Lieberman | | | 23-May- | 22-Jan-2008 |
| Research Worldwide, | | | 2007 | |
| LLC) | CO MILATO | M 1:1D | | 1100777 |
| Material Holdings, | SO WHAT? | Madrid Protocol | l | 1108555 |

| Group Company | Service Mark | Country | Appln. No./ Filing Date | |
|---|--|---|------------------------------|------------------------|
| LLC (f/k/a Lieberman Research Worldwide, LLC) | | | 15-Feb-2012 | |
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | SO WHAT? | Madrid Protocol Registration designated in Australia | 15-Feb-2012 | 1108555 15-Feb-2012 |
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | SO WHAT? | Madrid Protocol Registration designated in China | 15-Feb-2012 | 1108555 15-Feb-2012 |
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | SO WHAT? | Madrid Protocol Registration designated in European Union (CTM) | 15-Feb-2012 | 1108555 15-Feb-2012 |
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | SO WHAT? | Madrid Protocol Registration designated in Japan | 15-Feb-2012 | 1108555 15-Feb-2012 |
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | SO WHAT? | Madrid Protocol Registration designated in Singapore | 15-Feb-2012 | 1108555 15-Feb-2012 |
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | SO WHAT? | Madrid Protocol | 15-Feb-2012 | 1108555 15-Feb-2012 |
| 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, | 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 |
| Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC) | PACE ANALYSIS | U.S. | 88/462154 06-Jun-2019 | |

Release Schedule – Reel/Frame: 5566/0357

Trademarks, Trademark Applications and Trademark Licenses

[See attached.]

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TRADEMARKS, TRADEMARK APPLICATIONS AND TRADEMARK LICENSES*

| Group Company | Service Mark | Country | Appln. No./ Filing | Reg. No./ |
|--------------------|-------------------|---------|--------------------|-------------|
| | | | Date | Reg. Date |
| Lieberman Research | ACTIONABILITY | U.S. | 78/923951 | 3407222 |
| Worldwide, LLC | SUITE | | 06-Jul-2006 | 01-Apr-2008 |
| Lieberman Research | ACTIONABILITY | U.S. | 78/923909 | 3494087 |
| Worldwide, LLC | WORKSHOPS | | 06-Jul-2006 | 26-Aug-2008 |
| Lieberman Research | AD STICKINESS | U.S. | 85/554500 | 4221552 |
| Worldwide, LLC | | | 28-Feb-2012 | 9-Oct-2012 |
| Lieberman Research | BIP | U.S. | 86/046175 | |
| Worldwide, LLC | | | 23-Aug-2013 | |
| Lieberman Research | BRAND PROTEUS | U.S. | 85/896617 | 4507770 |
| Worldwide, LLC | | | 05-Apr-2013 | 1-Apr-2014 |
| Lieberman Research | BRANDS AS | U.S. | 85/712350 | 4286334 |
| Worldwide, LLC | STEREOTYPES | | 24-Aug-2012 | 5-Feb-2013 |
| Lieberman Research | BRANDSCAN | U.S. | 86/311543 | |
| Worldwide, LLC | | | 17-Jun-2014 | |
| Lieberman Research | CIA | U.S. | 78/643229 | 3401724 |
| Worldwide, LLC | | | 03-Jun-2005 | 25-Mar-2008 |
| Lieberman Research | EVOLUTION | U.S. | 77/135433 | 3351351 |
| Worldwide, LLC | | | 20-Mar-2007 | 11-Dec-2007 |
| Lieberman Research | IBID | U.S. | 85/646844 | 4282424 |
| Worldwide, LLC | | | 08-Jun-2012 | 29-Jan-2013 |
| Lieberman Research | IDENTITY OVERLAP | U.S. | 86/265280 | |
| Worldwide, LLC | | | 29-Apr-2014 | |
| Lieberman Research | IIM | U.S. | 86/354849 | 4699711 |
| Worldwide, LLC | | | 1-Aug-2014 | 10-Mar-2015 |
| Lieberman Research | IMPLICIT BRAND | U.S. | 85/646828 | 4285692 |
| Worldwide, LLC | IMAGE DECODER | | 08-Jun-2012 | 5-Feb-2013 |
| Lieberman Research | IMPLICIT BRAND | U.S. | 85/760754 | 4431230 |
| Worldwide, LLC | PERCEPTIONS | | 23-Oct-2012 | 12-Nov-2013 |
| Lieberman Research | IMPLICIT BRAND | U.S. | 85/760759 | 4,431,231 |
| Worldwide, LLC | POWER | | 23-Oct-2012 | 12-Nov-2013 |
| Lieberman Research | IMPLICIT BRAND | U.S. | 85/761152 | 4413435 |
| Worldwide, LLC | RESONANCE | | 23-Oct-2012 | 08-Oct-2013 |
| Lieberman Research | IMPLICIT IDENTITY | U.S. | 85743557 | 4456297 |
| Worldwide, LLC | MAPPING | | 02-Oct-2012 | 24-Dec-2013 |
| Lieberman Research | ImpliCT | U.S. | 85/545996 | 4209881 |
| Worldwide, LLC | | | 17-Feb-2012 | 18-Sep-2012 |
| Lieberman Research | LIEBERMAN | U.S. | 75/889448 | 2575089 |
| Worldwide, LLC | RESEARCH | | 04-Jan-2000 | 04-Jun-2002 |
| | WORLDWIDE | | | <u> </u> |
| Lieberman Research | LRW | U.S. | 75/889425 | 2465335 |
| Worldwide, LLC | | | 04-Jan-2000 | 03-Jul-2001 |
| Lieberman Research | LRW BRAND HEALTH | U.S. | 85/545966 | 4269720 |
| Worldwide, LLC | OPTIMIZER | | 17-Feb-2012 | 01-Jan-2013 |

^{*}Lieberman Research Worldwide, LLC is now known as Material Holdings, LLC. Name change to be filed post-closing

| Group Company | Service Mark | Country | Appln. No./ Filing | Reg. No./ |
|--------------------|-------------------|---------|--------------------|------------------|
| | | | Date | Reg. Date |
| Lieberman Research | PBSI | U.S. | 85/785499 | 4334997 |
| Worldwide, LLC | | | 21-Nov-2012 | 14-May-2013 |
| Lieberman Research | PIT PERFORMANCE | U.S. | 85/896656 | 4512426 |
| Worldwide, LLC | | | 05-Apr-2013 | 08-Apr-2014 |
| Lieberman Research | PRAGMATIC BRAIN | U.S. | 85/610431 | 18-Sep-2012 |
| Worldwide, LLC | SCIENCE | | 27-Apr-2012 | 4210195 |
| Lieberman Research | PRAGMATIC BRAIN | U.S. | 85/610457 | 4273508 |
| Worldwide, LLC | SCIENCE INSTITUTE | | 27-Apr-2012 | 08-Jan-2013 |
| Lieberman Research | PROMOTIONAL | U.S. | 85/554492 | 4221551 |
| Worldwide, LLC | SALIENCE | | 28-Feb-2012 | 09-Oct-2012 |
| Lieberman Research | RAPID CHOICE | U.S. | 86/008,495 | 4591473 |
| Worldwide, LLC | | | 12-Jul-2013 | 26-Aug-2014 |
| Lieberman Research | RAPID CHOICE | U.S. | 85/760767 | 4334957 |
| Worldwide, LLC | SUBCONSCIOUS | | 23-Oct-2012 | 14-May-2013 |
| | ASSOCIATIONS | | | |
| Lieberman Research | RATIONAL BRAND | U.S. | 85/760763 | 4338 7 99 |
| Worldwide, LLC | PERCEPTIONS | | 23-Oct-2012 | 21-May-2013 |
| Lieberman Research | RCSA | U.S. | 85/760773 | 4334958 |
| Worldwide, LLC | | | 23-Oct-2012 | 14-May-2013 |
| Lieberman Research | RELEVANT CLARITY | U.S. | 77/188311 | 3372565 |
| Worldwide, LLC | | | 23-May-2007 | 22-Jan-2008 |
| Lieberman Research | SO WHAT? | U.S. | 78/906120 | 3258231 |
| Worldwide, LLC | | | 12-Jun-2006 | 03-Jul-2007 |
| Lieberman Research | THE SCIENCE OF | U.S. | 76/302219 | 2631174 |
| Worldwide, LLC | RESEARCH. THE ART | | 21-Aug-2001 | 08-Oct-2002 |
| | OF PROBLEM | | | |
| | SOLVING. | | | |
| Lieberman Research | TURNING INSIGHT | U.S. | 78/923968 | 3354349 |
| Worldwide, LLC | INTO IMPACT | | 06-Jul-2006 | 11-Dec-2007 |
| Lieberman Research | VOICE IT | U.S. | 85/732939 | 4467487 |
| Worldwide, LLC | | | 19-Sep-2012 | 14-Jan-2014 |

RECORDED: 08/20/2021