

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	IMPLICIT
Registration Number:	2575089	LIEBERMAN RESEARCH WORLDWIDE
Registration Number:	2465335	LRW

OP \$790.00 3494087

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
- source=L1 First Lien Trademark Security Agreement Release (Material Holdings f_k_a Lieberman) (executed) - 6689.0780#page3.tif
- source=L1 First Lien Trademark Security Agreement Release (Material Holdings f_k_a Lieberman) (executed) - 6689.0780#page4.tif
- source=L1 First Lien Trademark Security Agreement Release (Material Holdings f_k_a Lieberman) (executed) - 6689.0780#page5.tif
- source=L1 First Lien Trademark Security Agreement Release (Material Holdings f_k_a Lieberman) (executed) - 6689.0780#page6.tif
- source=L1 First Lien Trademark Security Agreement Release (Material Holdings f_k_a Lieberman) (executed) - 6689.0780#page7.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”).

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”), (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.

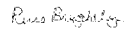
4. This Release and the rights and obligations of the parties hereto shall be governed by, and construed and interpreted in accordance with, the laws of the State of New York.

[Signature page follows]

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

Release Schedule – Reel/Frame: 6689/0780

Trademarks, Trademark Applications and Trademark Licenses

Group Company	Service Mark	Country	Appl. No./ Filing Date	Reg. No./ Reg. Date
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	ACTIONABILITY WORKSHOP	U.S.	78/923909 06-Jul-2006	3494087 26-Aug-2008
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	AIM	U.S.	86/696278 17-Jul-2015	5253561 01-Aug-2017
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	4989166 28-Jun-2016
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	CIA	U.S.	78/643229 03-Jun-2005	3401724 25-Mar-2008
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)	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


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Group Company	Service Mark	Country	Appl. No./ Filing Date	Reg. No./ Reg. Date
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
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	1482877 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 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)	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 Japan	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 Singapore	15-Feb-2012	1110030 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, LLC (f/k/a Lieberman Research Worldwide, LLC)	LIEBERMAN RESEARCH WORLDWIDE	U.S.	75/889448	2575089

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TRADEMARK
REEL: 007398 FRAME: 0784

Group Company	Service Mark	Country	Appl. No./ Filing Date	Reg. No./ Reg. Date
LLC (f/k/a Lieberman Research Worldwide, LLC)	WORLDWIDE		04-Jan-2000	04-Jun-2002
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	LRW	Madrid Protocol	15-Feb-2012	1110031 15-Feb-2012
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	LRW	Madrid Protocol Registration designated in Australia	15-Feb-2012	1110031 15-Feb-2012
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	LRW	Madrid Protocol Registration designated in China	15-Feb-2012	1110031 15-Feb-2012
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	LRW	Madrid Protocol Registration designated in European Union (CTM)	15-Feb-2012	1110031 15-Feb-2012
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	LRW	Madrid Protocol Registration designated in Japan	15-Feb-2012	1110031 15-Feb-2012
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	LRW	Madrid Protocol Registration designated in Singapore	15-Feb-2012	1110031 15-Feb-2012
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	LRW	Madrid Protocol Registration designated in South Korea	15-Feb-2012	1110031 15-Feb-2012
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)	LRWTONIC	Madrid Protocol	12-Jan-2017	1338858 12-Jan-2017
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	LRWTONIC	Madrid Protocol Registration designated in the European Union (Community)	12-Jan-2017	1338858 12-Jan-2017

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	12-Jan-2017	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	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 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	15-Mar-2013	G1158713 15-Mar-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	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, LLC (f/k/a Lieberman Research Worldwide, LLC)	PRAGMATIC BRAIN SCIENCE	Madrid Protocol Registration designated in South Korea	15-Mar-2013	1158713 15-Mar-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	PRAGMATIC BRAIN SCIENCE	U.S.	85/610431 27-Apr-2012	4210195 18-Sep-2012
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	PRAGMATIC BRAIN SCIENCE INSTITUTE	Madrid Protocol	15-Mar-2013	1157054 15-Mar-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	PRAGMATIC BRAIN SCIENCE INSTITUTE	Madrid Protocol Registration designated in Australia	15-Mar-2013	1157054 15-Mar-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	PRAGMATIC BRAIN SCIENCE INSTITUTE	Madrid Protocol Registration designated in European Union (CTM)	15-Mar-2013	1157054 15-Mar-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	PRAGMATIC BRAIN SCIENCE INSTITUTE	Madrid Protocol Registration designated in Japan	15-Mar-2013	1157054 15-Mar-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	PRAGMATIC BRAIN SCIENCE INSTITUTE	Madrid Protocol Registration designated in Singapore	15-Mar-2013	1157054 15-Mar-2013
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	PRAGMATIC BRAIN SCIENCE INSTITUTE	Madrid Protocol Registration designated in South Korea	15-Mar-2013	1157054 15-Mar-2013
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
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)	RELEVANT CLARITY	U.S.	77/188311 23-May-2007	3372565 22-Jan-2008
Material Holdings,	SO WHAT?	Madrid Protocol		1108555

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Group Company	Service Mark	Country	Appln. No./ Filing Date	Reg. No./ Reg. Date
LLC (f/k/a Lieberman Research Worldwide, LLC)			15-Feb-2012	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 Registration designated in South Korea	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, 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
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	PACE ANALYSIS	U.S.	88/462154 06-Jun-2019	

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TRADEMARK
REEL: 007398 FRAME: 0788

Release Schedule – Reel/Frame: 5566/0357

Trademarks, Trademark Applications and Trademark Licenses

[See attached.]

TRADEMARKS, TRADEMARK APPLICATIONS AND TRADEMARK LICENSES*

Group Company	Service Mark	Country	Appl. No./ Filing Date	Reg. No./ Reg. Date
Lieberman Research Worldwide, LLC	ACTIONABILITY SUITE	U.S.	78/923951 06-Jul-2006	3407222 01-Apr-2008
Lieberman Research Worldwide, LLC	ACTIONABILITY WORKSHOPS	U.S.	78/923909 06-Jul-2006	3494087 26-Aug-2008
Lieberman Research Worldwide, LLC	AD STICKINESS	U.S.	85/554500 28-Feb-2012	4221552 9-Oct-2012
Lieberman Research Worldwide, LLC	BIP	U.S.	86/046175 23-Aug-2013	
Lieberman Research Worldwide, LLC	BRAND PROTEUS	U.S.	85/896617 05-Apr-2013	4507770 1-Apr-2014
Lieberman Research Worldwide, LLC	BRANDS AS STEREOTYPES	U.S.	85/712350 24-Aug-2012	4286334 5-Feb-2013
Lieberman Research Worldwide, LLC	BRANDSCAN	U.S.	86/311543 17-Jun-2014	
Lieberman Research Worldwide, LLC	CIA	U.S.	78/643229 03-Jun-2005	3401724 25-Mar-2008
Lieberman Research Worldwide, LLC	EVOLUTION	U.S.	77/135433 20-Mar-2007	3351351 11-Dec-2007
Lieberman Research Worldwide, LLC	IBID	U.S.	85/646844 08-Jun-2012	4282424 29-Jan-2013
Lieberman Research Worldwide, LLC	IDENTITY OVERLAP	U.S.	86/265280 29-Apr-2014	
Lieberman Research Worldwide, LLC	IIM	U.S.	86/354849 1-Aug-2014	4699711 10-Mar-2015
Lieberman Research Worldwide, LLC	IMPLICIT BRAND IMAGE DECODER	U.S.	85/646828 08-Jun-2012	4285692 5-Feb-2013
Lieberman Research Worldwide, LLC	IMPLICIT BRAND PERCEPTIONS	U.S.	85/760754 23-Oct-2012	4431230 12-Nov-2013
Lieberman Research Worldwide, LLC	IMPLICIT BRAND POWER	U.S.	85/760759 23-Oct-2012	4,431,231 12-Nov-2013
Lieberman Research Worldwide, LLC	IMPLICIT BRAND RESONANCE	U.S.	85/761152 23-Oct-2012	4413435 08-Oct-2013
Lieberman Research Worldwide, LLC	IMPLICIT IDENTITY MAPPING	U.S.	85/743557 02-Oct-2012	4456297 24-Dec-2013
Lieberman Research Worldwide, LLC	ImplicT	U.S.	85/545996 17-Feb-2012	4209881 18-Sep-2012
Lieberman Research Worldwide, LLC	LIEBERMAN RESEARCH WORLDWIDE	U.S.	75/889448 04-Jan-2000	2575089 04-Jun-2002
Lieberman Research Worldwide, LLC	LRW	U.S.	75/889425 04-Jan-2000	2465335 03-Jul-2001
Lieberman Research Worldwide, LLC	LRW BRAND HEALTH OPTIMIZER	U.S.	85/545966 17-Feb-2012	4269720 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	Appl. No./ Filing Date	Reg. No./ Reg. Date
Lieberman Research Worldwide, LLC	PBSI	U.S.	85/785499 21-Nov-2012	4334997 14-May-2013
Lieberman Research Worldwide, LLC	PIT PERFORMANCE	U.S.	85/896656 05-Apr-2013	4512426 08-Apr-2014
Lieberman Research Worldwide, LLC	PRAGMATIC BRAIN SCIENCE	U.S.	85/610431 27-Apr-2012	18-Sep-2012 4210195
Lieberman Research Worldwide, LLC	PRAGMATIC BRAIN SCIENCE INSTITUTE	U.S.	85/610457 27-Apr-2012	4273508 08-Jan-2013
Lieberman Research Worldwide, LLC	PROMOTIONAL SALIENCE	U.S.	85/554492 28-Feb-2012	4221551 09-Oct-2012
Lieberman Research Worldwide, LLC	RAPID CHOICE	U.S.	86/008,495 12-Jul-2013	4591473 26-Aug-2014
Lieberman Research Worldwide, LLC	RAPID CHOICE SUBCONSCIOUS ASSOCIATIONS	U.S.	85/760767 23-Oct-2012	4334957 14-May-2013
Lieberman Research Worldwide, LLC	RATIONAL BRAND PERCEPTIONS	U.S.	85/760763 23-Oct-2012	4338799 21-May-2013
Lieberman Research Worldwide, LLC	RCSA	U.S.	85/760773 23-Oct-2012	4334958 14-May-2013
Lieberman Research Worldwide, LLC	RELEVANT CLARITY	U.S.	77/188311 23-May-2007	3372565 22-Jan-2008
Lieberman Research Worldwide, LLC	SO WHAT?	U.S.	78/906120 12-Jun-2006	3258231 03-Jul-2007
Lieberman Research Worldwide, LLC	THE SCIENCE OF RESEARCH. THE ART OF PROBLEM SOLVING.	U.S.	76/302219 21-Aug-2001	2631174 08-Oct-2002
Lieberman Research Worldwide, LLC	TURNING INSIGHT INTO IMPACT	U.S.	78/923968 06-Jul-2006	3354349 11-Dec-2007
Lieberman Research Worldwide, LLC	VOICE IT	U.S.	85/732939 19-Sep-2012	4467487 14-Jan-2014