

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM669124

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF FIRST LIEN TRADEMARK SECURITY AGREEMENT RECORDED AT 6689/0818

## 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

<b>Name:</b>	KELTON RESEARCH, LLC (f/k/a Strativity Group, 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: 9

Property Type	Number	Word Mark
Registration Number:	5335702	BE. LEAD. DO!
Registration Number:	5335701	BE. LEAD. DO!
Registration Number:	4936468	CX MASTERS
Registration Number:	4959817	CX MASTERS
Serial Number:	87662207	FUTURE READY IMPACT
Registration Number:	4820599	STRATIVITY
Registration Number:	4820600	STRATIVITY
Registration Number:	5713142	TOUCHPOINT DASHBOARD
Registration Number:	4775309	UNLOCK EXCEPTIONAL

## 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.

TRADEMARK

<b>Address Line 4:</b>	Washington, D.C. 20036
<b>ATTORNEY DOCKET NUMBER:</b>	1455153 Q1
<b>NAME OF SUBMITTER:</b>	Christian Craft
<b>SIGNATURE:</b>	/Christian Craft/
<b>DATE SIGNED:</b>	08/20/2021
<b>Total Attachments: 5</b> source=Q1 First Lien Trademark Security Agreement Release (Strativity) (executed) - 6689.0818#page2.tif source=Q1 First Lien Trademark Security Agreement Release (Strativity) (executed) - 6689.0818#page3.tif source=Q1 First Lien Trademark Security Agreement Release (Strativity) (executed) - 6689.0818#page4.tif source=Q1 First Lien Trademark Security Agreement Release (Strativity) (executed) - 6689.0818#page5.tif source=Q1 First Lien Trademark Security Agreement Release (Strativity) (executed) - 6689.0818#page6.tif	

## 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 **KELTON RESEARCH, LLC** (f/k/a Strativity Group, 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 February 22, 2018, by and between Grantor and Collateral Agent (the “2018 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 2018 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 2018 Trademark Security Agreement was recorded with the United States Patent and Trademark Office on February 27, 2018 at Reel 6279, Frame 0733;

WHEREAS, the 2019 Trademark Security Agreement was recorded with the United States Patent and Trademark Office on July 9, 2019 at Reel 6689, Frame 0818;

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.

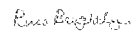
4. This Release and the rights and obligations of the parties hereto shall be governed by, and construed and interpreted in accordance with, the laws of the State of New York.

*[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: 6279/0733**

Trademarks, Trademark Applications and Trademark Licenses

Group Company	Service Mark	Country	Appln. No./ Filing Date	Reg. No./ Reg. Date
Kelton Research, LLC (f/k/a Strativity Group, LLC	STRATIVITY	U.S.	86/279602 13-May- 2014	4820599 29-Sep-2015
Kelton Research, LLC (f/k/a Strativity Group, LLC	STRATIVITY and Design 	U.S.	86/279619 13-May- 2014	4820600 29-Sep-2015
Kelton Research, LLC (f/k/a Strativity Group, LLC	CX MASTERS and Design 	U.S.	86/746049 02-Sep-2015	4959817 17-May- 2016
Kelton Research, LLC (f/k/a Strativity Group, LLC	CX MASTERS	U.S.	86/745577 02-Sep-2015	4936468 12-Apr-2016
Kelton Research, LLC (f/k/a Strativity Group, LLC	UNLOCK EXCEPTIONAL	U.S.	86/279627 13-May- 2014	4775309 21-Jul-2015
Kelton Research, LLC (f/k/a Strativity Group, LLC	BE. LEAD. DO!	U.S.	86/325508 01-Jul-2014	5335701 14-Nov- 2017
Kelton Research, LLC (f/k/a Strativity Group, LLC	BE LEAD DO! and Design 	U.S.	86/325523 01-Jul-2014	5335702 14-Nov- 2017

**Release Schedule – Reel/Frame: 6689/0818**

Trademarks, Trademark Applications and Trademark Licenses

Group Company	Service Mark	Country	Appln. No./ Filing Date	Reg. No./ Reg. Date
Kelton Research, LLC (f/k/a Strativity Group, LLC	BE LEAD DO! and Design 	U.S.	86/325523 01-Jul-2014	5335702 14-Nov- 2017
Kelton Research, LLC (f/k/a Strativity Group, LLC	BE. LEAD. DO!	U.S.	86/325508 01-Jul-2014	5335701 14-Nov-

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Group Company	Service Mark	Country	Appn. No./ Filing Date	Reg. No./ Reg. Date
				2017
Kelton Research, LLC (f/k/a Strativity Group, LLC	CX MASTERS	U.S.	86/745577 02-Sep-2015	4936468 12-Apr-2016
Kelton Research, LLC (f/k/a Strativity Group, LLC	CX MASTERS and Design 	U.S.	86/746049 02-Sep-2015	4959817 17-May-2016
Kelton Research, LLC (f/k/a Strativity Group, LLC	FUTURE READY IMPACT	U.S.	87/662207 27-Oct-2017	
Kelton Research, LLC (f/k/a Strativity Group, LLC	STRATIVITY	U.S.	86/279602 13-May-2014	4820599 29-Sep-2015
Kelton Research, LLC (f/k/a Strativity Group, LLC	STRATIVITY and Design 	U.S.	86/279619 13-May-2014	4820600 29-Sep-2015
Kelton Research, LLC (f/k/a Strativity Group, LLC	TOUCHPOINT DASHBOARD	U.S.	88/048430 23-Jul-2018	5713142 02-Apr-2019
Kelton Research, LLC (f/k/a Strativity Group, LLC	UNLOCK EXCEPTIONAL	U.S.	86/279627 13-May-2014	4775309 21-Jul-2015

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