

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM669156

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECOND LIEN TRADEMARK SECURITY AGREEMENT RECORDED AT 6681/0380

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
AUDAX PRIVATE DEBT LLC, as Collateral Agent		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: 22

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:	2575089	LIEBERMAN RESEARCH WORLDWIDE
Registration Number:	2465335	LRW
Registration Number:	5164991	LRWTONIC
Registration Number:	5164992	LRWTONIC

OP \$565.00 3494087

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4334997	PBSI
Registration Number:	4512426	PIT PERFORMANCE
Registration Number:	4210195	PRAGMATIC BRAIN SCIENCE
Registration Number:	4209881	IMPLICIT

**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 H2
<b>NAME OF SUBMITTER:</b>	Christian Craft
<b>SIGNATURE:</b>	/Christian Craft/
<b>DATE SIGNED:</b>	08/20/2021

**Total Attachments: 6**

- source=H2 Second Lien Trademark Security Agreement Release (Lieberman) - 6681.0380#page2.tif
- source=H2 Second Lien Trademark Security Agreement Release (Lieberman) - 6681.0380#page3.tif
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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 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”) and (ii) that certain Second Lien Trademark Security Agreement, dated as of June 28, 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 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 June 28, 2019 at Reel 6681, Frame 0380;

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.

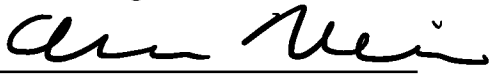
NOW THEREFORE, for good and valuable consideration previously tendered by the Grantor, the receipt and sufficiency of which are hereby acknowledged, the Collateral Agent, on behalf of itself and the Secured Parties, does hereby agree as follows:

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 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
Material Holdings, LLC (f/k/a Lieberman Research Worldwide, LLC)	IMPLICIT BRAND PERCEPTIONS	U.S.	85/760754 23-Oct-2012	4431230 12-Nov-2013

Group Company	Service Mark	Country	Appln. No./ Filing Date	Reg. No./ Reg. Date
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 04-Jan-2000	2575089 04-Jun-2002

Group Company	Service Mark	Country	Appl. No./ Filing Date	Reg. No./ Reg. Date
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
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

Group Company	Service Mark	Country	Appl. No./ Filing Date	Reg. No./ Reg. Date
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
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	Madrid Protocol		1157054

**TRADEMARK**

**RECORDED: 08/20/2021**

**REEL: 007399 FRAME: 0123**