

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM670781

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CANTOR FITZGERALD SECURITIES, AS ADMINISTRATIVE AGENT		08/26/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	CROSSMARK, INC.		
Street Address:	5100 Legacy Drive		
City:	Plano		
State/Country:	TEXAS		
Postal Code:	75024		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 21			
Property Type	Number	Word Mark	
Registration Number:	4696876	AFINITI	
Registration Number:	4961486	AXIS	
Registration Number:	2686520		
Registration Number:	2457787	CROSSMARK	
Registration Number:	2390336	CROSSMARK	
Registration Number:	2390337	CROSSMARK	
Registration Number:	4153852	CROSSVIEW	
Registration Number:	4153851	N CROSSVIEW	
Registration Number:	4126113		
Registration Number:	4997029	MYAFINITI	
Registration Number:	3561980	HEALTHTRENDS	
Registration Number:	5079902	PROGRAMMATIC EXPERIENTIAL	
Registration Number:	4488019	OSA NOW	
Registration Number:	3422720	PROMOWORKS	
Registration Number:	2733675	PROMOWORKS	
Registration Number:	4739748	PROMOWORKS RETAIL MEDIA	
Registration Number:	4153850	RETAIL BRAND HEALTH	
Registration Number:	5509530	SERVING BRANDS BY ENGAGING SHOPPERS	

CH \$540.00 4696876

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4876070	SMARTER WAY. FASTER GROWTH.
Registration Number:	3070444	THE WAY TO MARKET
Registration Number:	5191846	THOUGHT TO BOUGHT

CORRESPONDENCE DATA

Fax Number: 2123099507

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: 2128016488

Email: chius@gtlaw.com

Correspondent Name: Greenberg Traurig, LLP Attn: Sandy Chiu

Address Line 1: 200 Park Ave, Floor 38

Address Line 4: New York, NEW YORK 10166

ATTORNEY DOCKET NUMBER:	169897.011100
NAME OF SUBMITTER:	Sandy Chiu
SIGNATURE:	/Sandy Chiu/
DATE SIGNED:	08/27/2021

Total Attachments: 4

source=Cantor Fitzgerald - Release of Trademark Security Agreement#page1.tif

source=Cantor Fitzgerald - Release of Trademark Security Agreement#page2.tif

source=Cantor Fitzgerald - Release of Trademark Security Agreement#page3.tif

source=Cantor Fitzgerald - Release of Trademark Security Agreement#page4.tif

RELEASE OF TRADEMARK SECURITY AGREEMENT

Release of Trademark Security Agreement, dated as of August 26, 2021 by CANTOR FITZGERALD SECURITIES, as Administrative Agent (in such capacity, "Releasor") to CROSSMARK, INC. (the "Releasee").

W I T N E S S E T H:

WHEREAS, pursuant to that certain Trademark Security Agreement, dated as of July 26, 2019 (the "Trademark Security Agreement"), recorded in the United States Patent and Trademark Office ("USPTO") on July 26, 2019 under Reel/Frame 6704/0703, by Releasee to Releasor, the Releasee, to secure the payment or performance, as the case may be, in full of the Obligations (as defined in the Trademark Security Agreement) of the Releasee, granted to Releasor a security interest in all of such Releasee's right, title and interest in, to and under the Trademarks listed on **Schedule I** attached hereto (collectively, the "Trademark Collateral"); and

WHEREAS, the Releasee has requested, and Releasor has agreed to execute, acknowledge and deliver, this Release of Trademark Security Agreement to terminate the Trademark Security Agreement and confirm the release, relinquishment and discharge of its continuing security interest in the Trademark Collateral.

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, including the satisfactory performance and payment in full of all the Obligations of Releasee, the sufficiency and receipt of which are hereby acknowledged, Releasor hereby agrees as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, capitalized terms used herein shall have the meanings given to them in the Trademark Security Agreement.

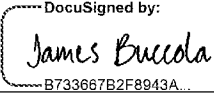
SECTION 2. Release of Security Interest. Releasor hereby, without any representation or warranty and without any recourse to Releasor, terminates the Trademark Security Agreement and hereby terminates, releases, relinquishes and discharges its lien on and security interest in the Trademark Collateral and re-assigns and re-conveys to Releasee any and all right, title and interest Releasor may have in or to the Trademark Collateral.

SECTION 3. Governing Law. THIS RELEASE OF TRADEMARK SECURITY AGREEMENT SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAW OF THE STATE OF NEW YORK.

SECTION 4. Concerning the Administrative Agent. Cantor Fitzgerald Securities is entering into this Release of Trademark Security Agreement solely in its capacity as Administrative Agent and not in its individual capacity. In acting hereunder, the Administrative Agent shall be entitled to all of the rights, privileges and immunities set forth in the Credit Agreement and the Collateral Agreement as though fully set forth herein.







IN WITNESS WHEREOF, Releasor has caused this Release of Trademark Security Agreement to be duly executed as of the date first written above.


CANTOR FITZGERALD SECURITIES, as
Administrative Agent

DocuSigned by:

By: _____
Name: James Buccola
Title: Head of Fixed Income

SCHEDULE A

TRADEMARKS

Owner	Mark	Jurisdiction	Status
Crossmark, Inc.	AFINITI and Design  Serial No.: 86/103,930 Filing Date: 10/29/2013	United States	Registration No. 4,696,876 Registered: 03/03/2015
Crossmark, Inc.	AXIS Serial No.: 86/612,604 Filing Date: 04/28/2015	United States	Registration No. 4,961,486 Registered: 05/17/2016
Crossmark, Inc.	 Serial No.: 78/002,819 Filing Date: 04/06/2000	United States	Registration No. 2,686,520 Registered: 02/11/2003
Crossmark, Inc.	CROSSMARK Serial No.: 75/520,209 Filing Date: 07/16/1998	United States	Registration No.: 2,457,787 Registered: 06/05/2001
Crossmark, Inc.	CROSSMARK and Design  Serial No.: 75/533,332 Filing Date: 08/10/1998	United States	Registration No.: 2,390,336 Registered: 09/26/2000
Crossmark, Inc.	CROSSMARK and Design with Color  Serial No.: 75/533,335 Filing Date: 08/10/1998	United States	Registration No.: 2,390,337 Registered: 09/26/2000
Crossmark, Inc.	CROSSVIEW Serial No.: 85/443,112 Filing Date: 10/10/2011	United States	Registration No.: 4,153,852 Registered: 06/05/2012
Crossmark, Inc.	CROSSVIEW Stylized  Serial No.: 85/443,110 Filing Date: 10/10/2011	United States	Registration: 4,153,851 Registered: 06/05/2012
Crossmark, Inc.	Arch Design  Serial No.: 85/062,372 Filing Date: 06/14/2010	United States	Registration No.: 4,126,113 Registered: 04/10/2012

Owner	Mark	Jurisdiction	Status
Crossmark, Inc.	MYAFINITI Serial No.: 86/814948 Filing Date: 11/10/2015	United States	Registration No.: 4,997,029 Registered: 07/12/2016
Crossmark, Inc.	HEALTHTRENDS Serial No.: 77/257064 Filing Date: 08/16/2007	United States	Registration No.: 3,561,980 Registered: 01/13/2009
Crossmark, Inc.	PROGRAMMATIC EXPERIENTIAL Serial No.: 86/848,858 Filing Date: 12/14/2015	United States	Registration No.: 5,079,902 Registered: 11/08/2016
Crossmark, Inc.	OSA NOW Serial No.: 86/004188 Filing Date: 07/08/2013	United States	Registration No.: 4,488,019 Registered: 02/25/2014
Crossmark, Inc.	PROMOWORKS Serial No.: 77/288,566 Filing Date: 09/25/2007	United States	Registration No.: 3,422,720 Registered: 05/06/2008
Crossmark, Inc.	PROMOWORKS Serial No.: 75/823,773 Filing Date: 10/15/1999	United States	Registration No.: 2,733,675 Registered: 07/08/2003
Crossmark, Inc.	PROMOWORKS RETAIL MEDIA Serial No.: 86/018,554 Filing Date: 07/24/2013	United States	Registration No.: 4,739,748 Registered: 05/19/2015
Crossmark, Inc.	RETAIL BRAND HEALTH and Design  Serial No.: 85/443,104 Filing Date: 10/10/2011	United States	Registration: 4,153,850 06/05/2012
Crossmark, Inc.	SERVING BRANDS BY ENGAGING SHOPPERS Serial No.: 87/409,133 Filing Date: 04/12/2017	United States	Registration No.: 5,509,530 Registered: 07/03/2018
Crossmark, Inc.	SMARTER WAY. FASTER GROWTH. Serial No.: 86/639,703 Filing Date: 05/22/2015	United States	Registration No.: 4,876,070 Registered: 12/22/2015
Crossmark, Inc.	THE WAY TO MARKET Serial No.: 78/494,225 Filing Date: 10/04/2004	United States	Registration No.: 3,070,444 Registered: 03/21/2006
Crossmark, Inc.	THOUGHT TO BOUGHT Serial No.: 86/639,025 Filing Date: 05/22/2015	United States	Registration No.: 5,191,846 Registered: 04/25/2017

Schedule A