

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM670853

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cable Response TV, LLC		08/25/2021	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	U.S. Bank National Association		
Street Address:	777 E. Wisconsin Avenue		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53202		
Entity Type:	Chartered Bank: UNITED STATES		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4233997	ADDRIVE	
Registration Number:	4104220	CRTV CABLE RESPONSE TELEVISION YOUR SOUR	
Registration Number:	4009445	SBT-1000	
CORRESPONDENCE DATA			
Fax Number:	6082832275		
<i>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.</i>			
Phone:	608-283-0132		
Email:	kateelin@michaelbest.com		
Correspondent Name:	Kelly Teelin		
Address Line 1:	1 S. Pinckney St.		
Address Line 2:	Ste. 700		
Address Line 4:	Madison, WISCONSIN 53703		
NAME OF SUBMITTER:	Kelly Teelin		
SIGNATURE:	/s/ Kelly Teelin		
DATE SIGNED:	08/27/2021		
Total Attachments: 4			
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**NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS**

Date: August 25, 2021

To: United States Patent and Trademark Office

Ladies and Gentlemen:


Please be advised that pursuant to that certain Security Agreement dated as of August 25, 2021 (as the same may hereafter be amended, modified, extended or restated from time to time, the "Credit Agreement") by and among CRT MidCo, LLC, a Delaware limited liability company, the other grantors from time to time party thereto (together with the Borrower, each a "Grantor" and collectively, the "Grantors"), and U.S. BANK NATIONAL ASSOCIATION, a national banking association ("Lender"), the undersigned Grantor has granted to the Lender a continuing security interest in and continuing lien upon, among other things, the trademarks set forth on Exhibit A hereto.

The undersigned Grantor and the Lender hereby acknowledge and agree that the security interest in the foregoing trademarks (a) may only be terminated in accordance with the terms of the Credit Agreement, and (b) is not to be construed as an assignment of any trademarks.

[Remainder of page intentionally blank;
signature page follows]

IN WITNESS WHEREOF, this Notice of Grant of Security Interest in Trademarks has been duly executed by the undersigned Grantor as of the date first above written.

CABLE RESPONSE TV, LLC,
as Grantor

By: 
Name: Karl Theile
Title: CFO

Acknowledged and accepted:

U.S. BANK NATIONAL ASSOCIATION,
as Lender

By: Brent Hamm
Name: Brent J. Hamm
Title: Vice President

[Signature Page to Notice of Grant of Security Interest in Trademarks]

TRADEMARK
REEL: 007406 FRAME: 0414

EXHIBIT A

TRADEMARKS

Trademarks			
Mark	Registration Number	Serial No.	Registration Date
ADDRIVE	4,233,997	85/581,428	October 30, 2012
CRTV CABLE RESPONSE TELEVISION YOUR SOURCE FOR INTERACTIVE SHOPPING	4,104,220	85/216320	February 28, 2012
SBT-1000	4,009,445	85/216,268	August 9, 2011

[Exhibit A to Notice of Grant of Security Interest in Trademarks]