

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM678180

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
WEBSTER BANK, NATIONAL ASSOCIATION		09/30/2021	National Banking Association: UNITED STATES

## RECEIVING PARTY DATA

<b>Name:</b>	SERVICE MANAGEMENT GROUP, LLC
<b>Street Address:</b>	1737 MCGEE STREET
<b>City:</b>	KANSAS CITY
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	64108
<b>Entity Type:</b>	Limited Liability Company: DELAWARE
<b>Name:</b>	PRINCE MARKETING & COMMUNICATIONS, LLC
<b>Street Address:</b>	1737 MCGEE STREET
<b>City:</b>	KANSAS CITY
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	64108
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

## PROPERTY NUMBERS Total: 41

Property Type	Number	Word Mark
Serial Number:	86548221	BRANDGEEK
Serial Number:	86670493	BRANDGEEK
Serial Number:	86670482	BRANDGEEK
Serial Number:	77093464	CLEARBRICK
Serial Number:	86978010	KNOW MORE. DO BETTER.
Serial Number:	85244169	LOCATELY
Serial Number:	86405108	LOCATELY AN SMG COMPANY
Serial Number:	86773598	OMNICX
Serial Number:	86982363	OMNICX
Serial Number:	86979803	PINPOINT TECHNOLOGY
Serial Number:	86274308	REAL CUSTOMERS. AUTHENTIC REVIEWS.
Serial Number:	77776530	SERVICE MANAGEMENT GROUP
Serial Number:	85169099	SMG

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Property Type	Number	Word Mark
Serial Number:	85169115	SMG
Serial Number:	86956550	SMG
Serial Number:	77813051	SMG ACTION
Serial Number:	77813043	SMG ALERT
Serial Number:	77813062	SMG ANALYZE
Serial Number:	86390942	SMG ASSOCIATE VOICE
Serial Number:	77813078	SMG AUTHENTICATE
Serial Number:	85095909	SMG CAPTURE
Serial Number:	85095919	SMG DASH
Serial Number:	85120848	SMG SERVICE ADVANTAGE
Serial Number:	86948965	SMG360
Serial Number:	86948946	SMG360
Serial Number:	85775763	SURVEYMINI
Serial Number:	85775730	SURVEYMINI
Serial Number:	85674416	SURVEYMINI
Serial Number:	85683172	SURVEYMINI
Serial Number:	86274281	TECHNOLOGY DRIVEN. PEOPLE CENTERED. INSI
Serial Number:	86274289	TRUMPET
Serial Number:	86274273	TRUMPET
Serial Number:	86976634	TRUMPET
Serial Number:	86977761	TRUMPET
Serial Number:	77698967	CATALYST HEALTHCARE RESEARCH
Serial Number:	85026418	CONFIDENT CHANGE
Serial Number:	87559879	CONFIDENT CHANGE
Serial Number:	85825623	CROWDQ
Serial Number:	76711201	PATIENTRACK
Serial Number:	85057624	REALITYTREK RESEARCH
Serial Number:	85026528	UXLAB

**CORRESPONDENCE DATA**

**Fax Number:** 7045032622

*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:** 704-503-2600

**Email:** cthomas@kslaw.com

**Correspondent Name:** Courtney Thomas

**Address Line 1:** 300 South Tryon Street

**Address Line 2:** Suite 1700

**Address Line 4:** Charlotte, NORTH CAROLINA 28202

<b>ATTORNEY DOCKET NUMBER:</b>	06726.020001
<b>NAME OF SUBMITTER:</b>	Courtney Thomas
<b>SIGNATURE:</b>	/Courtney Thomas/
<b>DATE SIGNED:</b>	09/30/2021

**Total Attachments: 6**

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**RELEASE OF SECURITY INTERESTS IN TRADEMARKS**

This Release of Security Interest in Trademarks (this “Release”) is made as of September 30, 2021, by **WEBSTER BANK, NATIONAL ASSOCIATION**, in its capacity as administrative agent for the Secured Parties under the Security Agreement referred to below (the “Administrative Agent”) for the benefit of **SERVICE MANAGEMENT GROUP, LLC**, a Delaware limited liability company, and **PRINCE MARKETING & COMMUNICATIONS, LLC**, a Delaware limited liability company (collectively, the “Grantors” and each individually, a “Grantor”). Capitalized terms used but not otherwise defined herein shall have the respective meanings ascribed thereto in the Security Agreement.

W I T N E S S E T H:

WHEREAS, the Grantors and the Administrative Agent are parties to that certain (i) Security and Pledge Agreement, dated as of October 12, 2017 (as amended, restated or otherwise modified through the date hereof, the “Security Agreement”); and (ii) Notice of Grant of Security Interest in Trademarks (as amended, restated or otherwise modified through the date hereof, the “Trademark Security Agreement”), pursuant to which each Grantor has granted to the Administrative Agent for the benefit of the Secured Parties a lien on and security interest in all of the right, title and interest of such Grantor in, to and under upon the trademarks and trademark applications shown on Schedule 1 attached thereto and hereto (collectively, the “Trademark Collateral”);

WHEREAS, the Trademark Security Agreement was recorded in the United States Patent and Trademark Office (the “USPTO”) on October 12, 2017 at Reel 6176 and Frame 0560; and

WHEREAS, each Grantor has requested that the Administrative Agent release, and the Administrative Agent is willing to release its lien on and security interest in, and any other right, title, and interest it may have in, to and under the Trademark Collateral.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Administrative Agent hereby agrees as follows:

1. The Administrative Agent does hereby (x) terminate, release and discharge the entirety of any and all liens or security interests that it may have in or to the Trademark Collateral, and all claims, whether presently existing or hereafter acquired or created, pursuant to the Security Agreement or Trademark Security Agreement in or to the Trademark Collateral, and any right, title or interest of the Administrative Agent in such Trademark Collateral shall hereby terminate, cease and become void and (y) terminate and cancel the Trademark Security Agreement. The Administrative Agent hereby assigns, transfers and conveys any and all right, title or interest of the Administrative Agent in the Trademark Collateral to the respective Grantors and authorizes the Grantors or Grantors’ respective authorized representative or designee to record this Release with the USPTO as evidence of such release and termination.

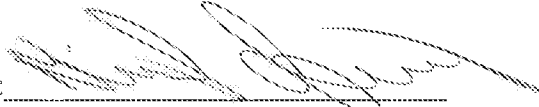
2. This Release may be executed in any number of counterparts (including electronic transmission and facsimile counterparts), each of which when so executed and delivered shall be deemed an original, but all such counterparts together shall constitute but one and the same instrument.

3. This Release and the rights and obligations of the parties hereunder shall be governed by, and shall be construed and enforced in accordance with, the laws of the State of New York.

[Signature page follows]

IN WITNESS WHEREOF, the undersigned has caused this Release of Security Interest in Trademarks to be executed and delivered as of the date first written above.

WEBSTER BANK, NATIONAL ASSOCIATION  
as Administrative Agent

By:  \_\_\_\_\_

Name: Daniel Shaghtun

Title: Senior Associate

**SCHEDULE 1**

**U.S. Trademarks**

<b>Trademark</b>	<b>Registration No./ Serial No.</b>	<b>Filing Date</b>	<b>Registration Date</b>	<b>Owner</b>
BRANDGEEK	N/A 86/548,221	February 27, 2015	N/A	Service Management Group, LLC
BRANDGEEK	5,219,061 86/670,493	June 22, 2015	June 6, 2017	Service Management Group, LLC
BRANDGEEK	5,219,060 86/670,482	June 22, 2015	June 6, 2017	Service Management Group, LLC
CLEARBRICK	3,358,580 77/093,464	January 29, 2007	December 25, 2007	Service Management Group, LLC
KNOW MORE. DO BETTER.	4,899,569 86/978,010	January 21, 2015	February 9, 2016	Service Management Group, LLC
LOCATELY	4,025,913 85/244,169	February 16, 2011	September 13, 2011	Service Management Group, LLC
LOCATELY AN SMG COMPANY 	4,767,638 86/405,108	September 24, 2014	July 7, 2015	Service Management Group, LLC
OMNICX	N/A 86/773,598	September 30, 2015	N/A	Service Management Group, LLC
OMNICX	5,229,258 86/982,363	September 30, 2015	June 20, 2017	Service Management Group, LLC
PINPOINT TECHNOLOGY	5,183,242 86/979,803	October 7, 2014	April 11, 2017	Service Management Group, LLC
REAL CUSTOMERS. AUTHENTIC REVIEWS.	4,753,155 86/274,308	May 7, 2014	June 9, 2015	Service Management Group, LLC
SERVICE MANAGEMENT GROUP	3,858,922 77/776,530	July 8, 2009	October 12, 2010	Service Management Group, LLC
SMG	4,077,977 85/169,099	November 4, 2010	December 27, 2011	Service Management Group, LLC
SMG 	4,077,978 85/169,115	November 4, 2010	December 27, 2011	Service Management Group, LLC

Trademark	Registration No./ Serial No.	Filing Date	Registration Date	Owner
SMG 	5,206,062 86/956,550	March 29, 2016	May 16, 2017	Service Management Group, LLC
SMG ACTION	3,951,641 77/813,051	August 26, 2009	April 26, 2011	Service Management Group, LLC
SMG ALERT	3,951,640 77/813,043	August 26, 2009	April 26, 2011	Service Management Group, LLC
SMG ANALYZE	3,951,642 77/813,062	August 26, 2009	April 26, 2011	Service Management Group, LLC
SMG ASSOCIATE VOICE	4,738,353 86/390,942	September 10, 2014	May 19, 2015	Service Management Group, LLC
SMG AUTHENTICATE	3,951,643 77/813,078	August 26, 2009	April 26, 2011	Service Management Group, LLC
SMG CAPTURE	4,057,238 85/095,909	July 29, 2010	November 15, 2011	Service Management Group, LLC
SMG DASH	4,057,239 85/095,919	July 29, 2010	November 15, 2011	Service Management Group, LLC
SMG SERVICE ADVANTAGE	3,934,602 85/120,848	September 1, 2010	March 22, 2011	Service Management Group, LLC
SMG360	5,206,033 86/948,965	March 22, 2016	May 16, 2017	Service Management Group, LLC
SMG360 	5,206,032 86/948,946	March 22, 2016	May 16, 2017	Service Management Group, LLC
SURVEYMINI  SurveyMini	4,574,280 85/775,763	November 9, 2012	July 29, 2014	Service Management Group, LLC
SURVEYMINI  SurveyMini	4,574,279 85/775,730	November 9, 2012	July 29, 2014	Service Management Group, LLC



Trademark	Registration No./ Serial No.	Filing Date	Registration Date	Owner
SURVEYMINI	4,429,670 85/674,416	July 11, 2012	November 5, 2013	Service Management Group, LLC
SURVEYMINI	4,429,703 85/683,172	July 20, 2012	November 5, 2013	Service Management Group, LLC
TECHNOLOGY DRIVEN. PEOPLE CENTERED. INSIGHT FOCUSED.	4,656,200 86/274,281	May 7, 2014	December 16, 2014	Service Management Group, LLC
TRUMPET 	5,266,285 86/274,289	May 7, 2014	August 15, 2017	Service Management Group, LLC
TRUMPET	5,266,284 86/274,273	May 7, 2014	August 15, 2017	Service Management Group, LLC
TRUMPET	4,783,588 86/976,634	May 7, 2014	July 28, 2015	Service Management Group, LLC
TRUMPET 	4,883,235 86/977,761	May 7, 2014	January 5, 2016	Service Management Group, LLC
CATALYST HEALTHCARE RESEARCH 	3,960,323 77/698,967	March 25, 2009	May 17, 2011	Prince Marketing & Communications, LLC
CONFIDENT CHANGE	3,893,260 85/026,418	April 29, 2010	December 21, 2010	Prince Marketing & Communications, LLC
CONFIDENT CHANGE	N/A 87/559,879	August 8, 2017	N/A	Prince Marketing & Communications, LLC
CROWDQ 	4,512,110 85/825,623	January 17, 2013	April 8, 2014	Prince Marketing & Communications, LLC
PATIENTRACK	4,597,363 76/711,201	April 12, 2012	September 2, 2014	Prince Marketing & Communications, LLC
REALITYTREK RESEARCH	3,952,610 85/057,624	June 8, 2010	April 26, 2011	Prince Marketing & Communications, LLC
UXLAB	3,946,134 85/026,528	April 29, 2010	April 12, 2011	Prince Marketing & Communications, LLC

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RECORDED: 09/30/2021

REEL: 007438 FRAME: 0245