

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM684097

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF TRADEMARK SECURITY INTEREST AT REEL/FRAME NO. 7076/0547

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
JPMORGAN CHASE BANK, N.A., AS ADMINISTRATIVE AGENT		10/14/2021	National Banking Association: UNITED STATES

## RECEIVING PARTY DATA

<b>Name:</b>	TRAX TECHNOLOGY SOLUTIONS PTE. LTD
<b>Street Address:</b>	65 CHULIA STREET, #19-01
<b>City:</b>	OCBC CENTRE
<b>State/Country:</b>	SINGAPORE
<b>Entity Type:</b>	Private Limited Company: SINGAPORE
<b>Name:</b>	SHOPKICK, INC.
<b>Street Address:</b>	273 S. RAILROAD AVE.
<b>City:</b>	SAN MATEO
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94401
<b>Entity Type:</b>	Corporation: DELAWARE
<b>Name:</b>	CVDM SOLUTIONS SAS
<b>Street Address:</b>	38 RUE BREGUET
<b>City:</b>	PARIS
<b>State/Country:</b>	FRANCE
<b>Postal Code:</b>	75011
<b>Entity Type:</b>	SOCIÉTÉ PAR ACTIONS SIMPLIFIÉE (SAS): FRANCE
<b>Name:</b>	TRAX RETAIL, INC.
<b>Street Address:</b>	ONE SUGARLOAF CENTRE
<b>City:</b>	DULUTH
<b>State/Country:</b>	GEORGIA
<b>Postal Code:</b>	30097
<b>Entity Type:</b>	Corporation: DELAWARE

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Serial Number:	88585277	TRAX
Serial Number:	88585272	TRAX
Serial Number:	88585269	TRAX
Serial Number:	88167085	TRAX
Serial Number:	88167081	TRAX
Serial Number:	88167075	TRAX
Serial Number:	86948455	PERFORMANCE DRIVEN MERCHANDISING
Serial Number:	85636719	QURI
Serial Number:	87243415	S
Serial Number:	87243315	SHOPKICK
Serial Number:	86118266	SHOPBEACON
Serial Number:	85309353	KICKS
Serial Number:	85098343	SHOPKICK SIGNAL
Serial Number:	77864716	SHOPKICK
Serial Number:	86777316	PLANOMANAGER
Serial Number:	87418921	
Serial Number:	87418934	

**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:** 7145401235

**Email:** IPDOCKET@LW.COM, KRISTIN.AZCONA@LW.COM

**Correspondent Name:** LATHAM & WATKINS LLP

**Address Line 1:** 650 TOWN CENTER DRIVE, 20TH FLOOR

**Address Line 4:** COSTA MESA, CALIFORNIA 92626

<b>ATTORNEY DOCKET NUMBER:</b>	060765-14
<b>NAME OF SUBMITTER:</b>	KRISTIN J AZCONA
<b>SIGNATURE:</b>	/KJA/
<b>DATE SIGNED:</b>	10/27/2021

**Total Attachments: 6**

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RELEASE OF TRADEMARK SECURITY INTEREST dated as of October 14, 2021 (this “Release”), by JPMORGAN CHASE BANK, N.A., as Administrative Agent. Capitalized terms used herein and not otherwise defined shall have the meanings assigned to such terms in the Credit Agreement or the U.S. Collateral Agreement, as applicable, referred to below.

A. Reference is made to (a) the Credit Agreement dated as of July 14, 2020 (as amended or otherwise modified from time to time, the “Credit Agreement”), among the Company, the Borrowers party thereto, the Lenders party thereto and the Administrative Agent, (b) the U.S. Collateral Agreement referred to therein, among the Company, the other Grantors from time to time party thereto and the Administrative Agent and (c) the Patent and Trademark Security Agreement dated as of October 13, 2020, which was recorded with the United States Patent and Trademark Office at Reel 7076 Frame 0547 for trademarks (the “Patent and Trademark Security Agreement”, and, collectively with the U.S. Collateral Agreement, the “Security Agreements”), each Security Agreement being among the Company, other Grantors from time to time party thereto and the Administrative Agent.

B. Pursuant to the Security Agreements, the Grantors granted a security interest to the Administrative Agent, for the benefit of the Secured Parties, in, among other things, the trademarks of the Grantors set forth on Schedule I hereto (the “Trademarks”).

C. In connection with the payment and discharge of all Loan Document Obligations of the Borrowers and the other Loan Parties and the termination of all Commitments under the Credit Agreement, the Grantors have informed the Administrative Agent of their desire that the Administrative Agent, on behalf of the Secured Parties, release all right, title and interest granted to it, for the ratable benefit of the Secured Parties, under the Security Agreements in and to the Trademarks.

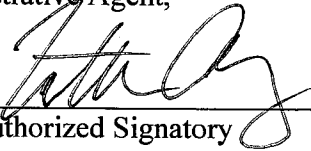
Accordingly, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Administrative Agent hereby terminates, releases and discharges any and all security interests it has in the Trademarks and reassigns all right, title and interest it has in the Trademarks, together with the goodwill associated therewith, to the applicable Grantor. The execution and delivery of this Release and the performance of any actions by the Administrative Agent are made without representation or warranty by, or recourse to, the Administrative Agent or any other Secured Party.

THIS RELEASE SHALL BE CONSTRUED IN ACCORDANCE WITH AND GOVERNED BY THE LAWS OF THE STATE OF NEW YORK.

*[Remainder of this page intentionally left blank]*

IN WITNESS WHEREOF, the Administrative Agent has caused this Release to be duly executed as of the day and year first written above.

JPMORGAN CHASE BANK N.A., as  
Administrative Agent,

By:   
Authorized Signatory

**Matthew Cheung**  
Vice President

*[Trax Ltd – IP Release (Trademarks) Signature Page]*

**TRADEMARK**  
**REEL: 007475 FRAME: 0388**

## SCHEDULE I




Trademarks Owned by the Grantors

### I. United States Trademarks

Grantor	Country	Trademark	Application Number	Application Date	Registration Number	Registration Date
Trax Technology Solutions Pte. Ltd.	US	<b>trax</b>	88585277	20-08-19	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	<b>trax</b>	88585272	20-08-19	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	<b>trax</b>	88585269	20-08-19	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	TRAX	88167085	24-10-18	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	TRAX	88167081	24-10-18	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	TRAX	88167075	24-10-18	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	SHELF PULSE	79240551	29-06-18	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	SHELF BLUEPRINT	79240473	29-06-18	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	SHELF INTELLIGENCE SUITE	79245271	29-06-18	Refer to the Application No.	Refer to the Application Date


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Trax Technology Solutions Pte. Ltd.	US		79208861	10-02-17	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US		79211012	10-02-17	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	TRAX 5P HEALTH CHECK	79191532	09-12-15	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	TRAX	1470962	-	Refer to the Application No.	05.04.2019
Trax Retail, Inc.	US	PERFORMANCE DRIVEN MERCHANDISING	86948455	22-03-16	Refer to the Application No.	Refer to the Application Date
Trax Retail, Inc.	US	QURI	85636719	28-05-12	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	US		87243415	21-11-16	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	US	shopkick	87243315	21-11-16	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	US	SHOPBEACON	86118266	13-11-13	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	US	KICKS	85309353	01-05-11	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	US	SHOPKICK SIGNAL	85098343	02-08-10	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	US	shopkick	1341649	01.12.2016	Refer to the Application No.	Refer to the Application Date

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shopkick, Inc.	US		1338617	-	Refer to the Application No.	14.12.2016
shopkick, Inc.	US	SHOPKICK SIGNAL	1331642	-	Refer to the Application No.	18.11.2016
shopkick, Inc.	US	KICKS	1332073	-	Refer to the Application No.	18.11.2016
shopkick, Inc.	US	SHOPKICK	77864716	04-11-09	Refer to the Application No.	Refer to the Application Date
CVDM Solutions	US	PLANORAMA	79105695	06-10-11	4252066	04.12.2012
CVDM SOLUTIONS	US	PLANOMANAGER	86777316	03-10-15	4960317	05/17/2016

## II. United States Trademark Applications



Grantor	Country	Trademark	Application Number	Application Date	Application Number	Application Date
Trax Technology Solutions Pte. Ltd.	US		79278160			30-07-19
shopkick, Inc.	US	No Verbal Elements			87418921	20-04-17
shopkick, Inc.	US	No Verbal Elements			87418934	20-04-17

## III. Non-United States Trademarks

Grantor	Country	Trademark	Application Number	Application Date	Registration Number	Registration Date
shopkick, Inc.	CA	KICKS	1822447-00	10-02-17	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	NZ	<b>shopkick</b>	1065395	01-12-16	Refer to the Application No.	Refer to the Application Date

shopkick, Inc.	AU	shopkick	1840771	01-12-16	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	CA	SHOPBEACON	1673279-00	17-04-14	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	EM	SHOPBEACON	12799771	16-04-14	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	EM	KICKS	10318822	06-10-11	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	EM	SHOPKICK SIGNAL	9652926	12-01-11	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	EM	KICKBUCKS	9652918	12-01-11	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	EM	SHOPKICK	9074006	03-05-10	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	EM	CauseWorld	9074022	03-05-10	Refer to the Application No.	Refer to the Application Date

**IV. Non-United States Trademark Applications**

Grantor	Country	Trademark	Application Number	Application Date
shopkick, Inc.	AU		1838028	14-12-16
shopkick, Inc.	CA		1812915-00	06-12-16
shopkick, Inc.	CA	shopkick	1812914-00	06-12-16
shopkick, Inc.	CA	SHOPKICK	1791924-00	18-07-16

**TRADEMARK**