

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM710433

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pacific Western Bank		02/22/2022	State Chartered Bank: CALIFORNIA
RECEIVING PARTY DATA			
Name:	POPSUGAR LLC fka POPSUGAR INC.		
Street Address:	568 Broadway		
Internal Address:	Floor 10		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10012		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 46			
Property Type	Number	Word Mark	
Serial Number:	88255245	#TWINNING	
Serial Number:	88050204	POPSUGAR PLAY/GROUND	
Serial Number:	88168977	GLOW	
Serial Number:	87717738	POPSUGAR	
Serial Number:	87274938	POPSUGAR	
Serial Number:	87851714	POPSUGAR	
Serial Number:	87713996	TRENDRANK	
Serial Number:	87977654	POPSUGAR	
Serial Number:	87323113	BEAUTY JUNKIE	
Serial Number:	87062708	GLOW BY POPSUGAR	
Serial Number:	87010902	POWER YOUR HAPPY	
Serial Number:	87026627	POPDOCS	
Serial Number:	86658851	POWER YOUR HAPPY	
Serial Number:	86909997	CLASS FITSUGAR	
Serial Number:	86608980	GET THE DISH	
Serial Number:	86648751	KNOCK KNOCK WITH RACHEL ANTONOFF	
Serial Number:	86910004	EAT THE TREND	
Serial Number:	86910000	WE SPY STYLE	
		TRADEMARK	

CH \$1165.00 88255245

Property Type	Number	Word Mark
Serial Number:	86637823	POPSUGAR MOMMY'S HELPER
Serial Number:	86637805	POPSUGAR WEDDINGS
Serial Number:	86423551	POPSUGAR
Serial Number:	86423597	POPSUGAR
Serial Number:	86439287	FIND YOUR HAPPY
Serial Number:	86423622	POPSUGAR
Serial Number:	86423652	POPSUGAR
Serial Number:	86423619	POPSUGAR
Serial Number:	86423555	POPSUGAR
Serial Number:	86423530	POPSUGAR
Serial Number:	86423525	POPSUGAR
Serial Number:	86423696	POPSUGAR
Serial Number:	86234181	THE BAKERY
Serial Number:	86218907	POPSUGAR
Serial Number:	86082622	POPSUGAR ACTIVE
Serial Number:	85019344	INSANELY ADDICTIVE
Serial Number:	85848557	POPSUGAR
Serial Number:	85738987	THE CIRCLE OF MOMS MONEY SAVER
Serial Number:	85713419	POPSUGAR MUST HAVE BOX
Serial Number:	85713407	THE CIRCLE OF MOMS COOKBOOK
Serial Number:	85713400	POPSUGAR MUST HAVE
Serial Number:	85675662	PICT
Serial Number:	78897280	POPSUGAR
Serial Number:	77808386	CIRCLE OF MOMS
Serial Number:	77808375	CIRCLE OF MOMS
Serial Number:	77808334	CIRCLE OF MOMS
Serial Number:	77776742	ONSUGAR
Serial Number:	77497915	SHOPSENSE

CORRESPONDENCE DATA

Fax Number: 9192823941

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: 919-314-3086

Email: diligencereview@square1bank.com

Correspondent Name: PACIFIC WESTERN BANK

Address Line 1: 555 MANGUM STREET

Address Line 2: SUITE 1000

Address Line 4: DURHAM, NORTH CAROLINA 27701

NAME OF SUBMITTER:	Nicholas Nance
SIGNATURE:	/NicholasNance-TKF/
DATE SIGNED:	02/24/2022
Total Attachments: 5 source=Popsugar - IP RELEASE - signed#page1.tif source=Popsugar - IP RELEASE - signed#page3.tif source=Popsugar - IP RELEASE - signed#page4.tif source=Popsugar - IP RELEASE - signed#page5.tif source=Popsugar - IP RELEASE - signed#page6.tif	

RELEASE OF SECURITY INTEREST

This Release of Security Interest is made as of February 22, 2022, by **PACIFIC WESTERN BANK**, a California state chartered bank ("Lender") in favor of **POPSUGAR LLC formerly known as POPSUGAR INC.**, a Delaware limited liability company ("Company"), with its principal place of business located at 568 Broadway, Floor 10, New York, New York 10012.

Recitals

WHEREAS Company granted to Lender a security interest in its copyrights, patents and trademarks, including without limitation its copyrights and trademarks described on Exhibits A and B attached hereto, respectively, (collectively, the "Intellectual Property") under an Intellectual Property Security Agreement dated as of January 16, 2020 (the "Security Agreement"), and recorded with the US Library of Congress Copyright Office and the US Patent and Trademark Office as set forth on Exhibits A and B.

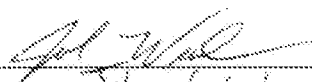
WHEREAS Company has no outstanding obligations to Lender under the terms of the Security Agreement, Lender agrees to release its security interest in the Intellectual Property.

Agreement

Now therefore, Lender agrees that it terminates and releases its security interest in the Intellectual Property and reassigns to Company, without warranty or recourse, all interest of Lender in the Intellectual Property.

LENDER:

PACIFIC WESTERN BANK


Name: John W. White
Title: SVP

555 S. Mangum Street
Suite 1000
Durham, NC 27701

EXHIBIT A

Copyrights

Lender's security interest in the following copyrights was recorded at the US Library of Congress Copyright Office on **February 5, 2020** at Microfilm **Volume 9980 and Document 682**:

Description	Registration Number	Registration Date
POWER YOUR HAPPY: Work Hard, Play Nice and Build Your Dream Life	TX0008355144	12/23/16

EXHIBIT B

Trademarks

Lender's security interest in the following trademarks was recorded at the US Patent and Trademark Office on **January 27, 2020** at Reel and Frame Number **6847/0639**:

Description	Application Number Registration Number	Application Date Registration Date
#TWINNING	88255245	01/09/19
	5823673	07/30/19
POPSUGAR PLAY/GROUND	88050204	07/24/18
GLOW	88168977	10/25/18
POPSUGAR	87717738	12/12/17
POPSUGAR	87274938	12/20/16
POPSUGAR	87851714	03/27/18
	5615445	11/27/18
TRENDRANK	87713996	12/08/17
	5528920	07/31/18
POPSUGAR	87977654	12/20/16
	5515637	07/10/18
BEAUTY JUNKIE	87323113	02/03/17
	5333543	11/14/17
GLOW BY POPSUGAR	87062708	06/07/16
	5244219	07/18/18
POWER YOUR HAPPY	87010902	04/22/16
	5201512	05/09/17
POPDOCS	87026627	05/05/16
	5049913	09/27/16
POWER YOUR HAPPY	86658851	06/11/15
	5301982	10/03/17
CLASS FITSUGAR	86909997	02/17/16
	5194049	05/02/17
GET THE DISH	86608980	04/24/15
	5061895	10/18/16

KNOCK KNOCK WITH RACHEL ANTONOFF	86648751 5060484	06/02/15 10/11/16
EAT THE TREND	86910004 5049114	02/17/16 09/27/16
WE SPY STYLE	86910000 5049113	02/17/16 09/27/16
POPSUGAR MOMMY'S HELPER	86637823 4925938	05/21/15 03/29/16
POPSUGAR WEDDINGS	86637805 4892173	05/21/15 01/26/16
POPSUGAR	86423551 4853967	10/14/14 11/17/15
POPSUGAR	86423597 4844130	10/14/14 11/03/15
FIND YOUR HAPPY	86439287 4805483	10/30/14 09/01/15
POPSUGAR	86423622 4767797	10/14/14 07/07/15
POPSUGAR	86423652 4759418	10/14/14 06/23/15
POPSUGAR	86423619 4759416	10/14/14 06/23/15
POPSUGAR	86423555 4759410	10/14/14 06/23/15
POPSUGAR	86423530 4759409	10/14/14 06/23/15
POPSUGAR	86423525 4759408	10/14/14 06/23/15
POPSUGAR	86423696 4747805	10/14/14 06/02/15
THE BAKERY	86234181 4753013	03/27/14 06/09/15
POPSUGAR	86218907 4620572	03/12/14 10/14/14
POPSUGAR ACTIVE	86082622 4657423	10/04/13 12/16/14
INSANELY ADDICTIVE	85019344 3870664	04/21/10 11/02/10

POPSUGAR	85848557 4517118	02/13/13 04/22/14
THE CIRCLE OF MOMS MONEY SAVER	85738987 4519985	09/26/12 04/29/14
POPSUGAR MUST HAVE BOX	85713419 4452284	08/27/12 12/17/13
THE CIRCLE OF MOMS COOKBOOK	85713407 4337868	08/27/12 05/21/13
POPSUGAR MUST HAVE	85713400 4434824	08/27/12 11/19/13
PICT	85675662 4552297	07/12/12 06/17/14
POPSUGAR	78897280 3334918	05/31/06 11/13/07
CIRCLE OF MOMS	77808386 4035482	08/19/09 10/04/11
CIRCLE OF MOMS	77808375 3847200	08/19/09 09/14/10
CIRCLE OF MOMS	77808334 3847199	08/19/09 09/14/10
ONSUGAR	77776742 3749412	07/08/09 02/16/10
SHOPSENSE	77497915 3693689	06/12/08 10/06/09