

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM714607

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Escalate Capital Partners SBIC III, LP		03/14/2022	Limited Partnership: DELAWARE
RECEIVING PARTY DATA			
Name:	Insureon Holdings, LLC		
Street Address:	30 North LaSalle, Suite 2500		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60602		
Entity Type:	Limited Liability Company: DELAWARE		
Name:	BIN IP Holdings, LLC		
Street Address:	30 North LaSalle, Suite 2500		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60602		
Entity Type:	Limited Liability Company: DELAWARE		
Name:	BIN Insurance Holdings, LLC		
Street Address:	30 North LaSalle, Suite 2500		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60602		
Entity Type:	Limited Liability Company: DELAWARE		
Name:	InsuranceNoodle, LLC		
Street Address:	30 North LaSalle, Suite 2500		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60602		
Entity Type:	Limited Liability Company: DELAWARE		
Name:	Insureon Colorado, LLC		
Street Address:	30 North LaSalle, Suite 2500		
City:	Chicago		

OP \$290.00 4195689

State/Country:	ILLINOIS
Postal Code:	60602
Entity Type:	Limited Liability Company: COLORADO

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	4195689	IN INSURANCE NOODLE
Registration Number:	2469821	INSURANCENOODLE
Registration Number:	4142949	INSUREON
Registration Number:	2364402	TECHINSURANCE
Registration Number:	4439197	SMALL BUSINESS HEROES
Registration Number:	4449133	INSUREON PROTECTOR
Registration Number:	4477888	DON'T MESS WITH THE LITTLE GUY
Registration Number:	5327398	BUSINESS INSURANCE NOW
Serial Number:	87102566	INSUREON UNDERWRITING MANAGERS
Serial Number:	87175284	TRUDI
Serial Number:	87377432	INSUREON SOLUTIONS

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: 9188355997

Email: shiers@mcguirewoods.com

Correspondent Name: Fredericka J. Sowers

Address Line 1: 501 Fayetteville Street

Address Line 2: Suite 500

Address Line 4: Raleigh, NORTH CAROLINA 27601

NAME OF SUBMITTER: Fredericka J. Sowers

SIGNATURE: /Fredericka J. Sowers/

DATE SIGNED: 03/15/2022

Total Attachments: 6

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TERMINATION AND RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

This TERMINATION AND RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY, dated as of March 14, 2022 (“Release”), is made by ESCALATE CAPITAL PARTNERS SBIC III, LP, a Delaware limited partnership (“Lender”), in favor of INSUREON HOLDINGS, LLC, a Delaware limited liability company (“Holdings”), BIN INSURANCE HOLDINGS, LLC, a Delaware limited liability company (“BIN Insurance”), BIN IP HOLDINGS, LLC, a Delaware limited liability company (“BIN IP”), INSURANCENOODLE, LLC, a Delaware limited liability company (“InsuranceNoodle”), INSUREON COLORADO, LLC, a Colorado limited liability company (“Colorado”, together with Holdings, BIN Insurance, BIN IP and InsuranceNoodle, jointly and severally, each a “Grantor” and collectively, the “Grantors”) with their principal place of business located at 30 North LaSalle, Suite 2500, Chicago, Illinois 60602.

WHEREAS, pursuant to that certain (i) Loan and Security Agreement dated as of November 29, 2018 (as amended, restated, supplemented, modified, extended, renewed or replaced from time to time, the “Loan Agreement”) by and between Lender and Grantors, and (ii) Intellectual Property Security Agreement dated as of November 29, 2018 by and between Lender and Grantors (the “IP Agreement”, together with the Loan Agreement, the “Loan Documents”), Grantors granted and conveyed to Lender a security interest in the entire right, title and interest of Grantors in and to all of Grantors’ Intellectual Property;

WHEREAS, the IP Agreement was recorded with the Trademark Division of the US Patent and Trademark Office (“USPTO”) on December 3, 2018 at Reel No. 6557, Frame No. 0562, for the trademarks listed on Schedule A attached hereto.

WHEREAS, the IP Agreement was recorded with the Patent Division of the US Patent and Trademark Office (“USPTO”) on December 3, 2018 at Reel No. 047654, Frame No. 0959, for the patents listed on Schedule B attached hereto.

WHEREAS, the IP Agreement was recorded with the US Copyright Office (“USCO”) on December 12, 2018 as Document No. V9967 D978 P1-7, for the copyrights listed on Schedule C attached hereto.

NOW THEREFORE, in consideration of the mutual promises and undertakings set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and with the intention of being legally bound hereby, Lender agrees as follows:

SECTION 1. Defined Terms. Capitalized terms used herein without definition shall have the meanings ascribed to such terms in the Loan Agreement, as applicable.

SECTION 2. Termination and Release. Lender, without representation, warranty, or recourse, hereby:

(a) terminates the IP Agreement and terminates, cancels, discharges, and releases the mortgage, pledge, and hypothecation and liens on and security interests in and to the entire right, title, and interest of Grantor in and to all of Grantor’s Intellectual Property listed on Schedules A, B and C attached hereto, granted pursuant to the Loan Documents;

(b) re-assigns, grants and re-conveys to the Grantor any and all of the right, title, and interest of Grantor that may have been acquired in and to all of Grantor’s Intellectual Property listed on Schedules A, B and C; and

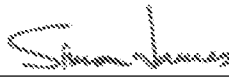
(c) authorizes the recordation of this Release with the USPTO and USCO, at Grantor's expense.

SECTION 3. Choice of Law. This Release shall be governed by and construed in accordance with the laws of the State of California, without regard to its conflict of laws principles.

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IN WITNESS WHEREOF, Lender has caused this Termination and Release of Security Interest in Intellectual Property to be duly executed as of the date first set forth above.

**ESCALATE CAPITAL PARTNERS
SBIC III, LP**

By: 
Name: Simon James
Title: Manager

Address:
6300 Bridgepoint Parkway
Building 1, Suite 480
Austin, Texas 78730

SCHEDULE A
TRADEMARKS

Mark	Filing Date	Application Number	Registration Date	Registration Number
IN INSURANCE NOODLE	May 26, 2011	85331594	August 21, 2012	4,195,689
INSURANCENOODLE	August 8, 2000	76105985	July 17, 2001	2,469,821
INSUREON	October 23, 2008	77598714	May 15, 2012	4,142,949
TECHINSURANCE	June 25, 1999	75736780	July 4, 2000	2,364,402
SMALL BUSINESS HEROES	March 11, 2013	85872836	November 26, 2013	4,439,197
INSUREON PROTECTOR	February 19, 2013	85854018	December 10, 2013	4,449,133
DON'T MESS WITH THE LITTLE GUY	June 25, 2013	85969499	February 4, 2014	4,477,888
BUSINESS INSURANCE NOW	March 20, 2017	87377400	11/7/2017	5327398
INSUREON UNDERWRITING MANAGERS	July 13, 2016	87/102,566	N/A	
TRUDI	September 19, 2016	87/175,284	N/A	
INSUREON SOLUTIONS	March 20, 2017	87/377,432	N/A	

SCHEDULE B

PATENTS

Patent Description	Filing Date	Application No.	Registration Date	Patent No.
Methods and Apparatus for Selecting an Insurance Carrier for an Online Insurance Policy Purchase	May 15, 2006	11/434036	March 8, 2011	7,904,532
Methods and Apparatus for Selecting an Insurance Carrier for an Online Insurance Policy Purchase	December 28, 2001	10/034889	April 10, 2007	7,203,734

SCHEDULE C

COPYRIGHTS

Description	Date of Publication	Registration Date	Registration No.
InsuranceNoodle.com Active Server Page Code	June 13, 2001	September 14, 2001	TX0005389686
InsuranceNoodle.com Automated Database	June 13, 2001	September 14, 2001	TX0005389684
InsuranceNoodle.com - HTML Web pages and Website compilation	June 13, 2001	September 14, 2001	TX0005604860
InsuranceNoodle.com - Web processing engine	June 13, 2001	September 14, 2001	TX0005389685