

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM718237

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Barings Finance LLC, as Collateral Agent		03/31/2022	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Claritas, LLC		
<b>Street Address:</b>	8044 Montgomery Road, Suite 455		
<b>City:</b>	Cincinnati		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45236		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>Name:</b>	Latin Force Group LLC		
<b>Street Address:</b>	2100 W. Flagler St., First Floor		
<b>City:</b>	Miami		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33135		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>Name:</b>	Barometric, Inc.		
<b>Street Address:</b>	8044 Montromery Road, Suite 455		
<b>City:</b>	Cincinnati		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45236		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 24</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4390399	ACCESS THE NEW MAINSTREAM	
<b>Registration Number:</b>	5284063	AUDIENTIVITY	
<b>Registration Number:</b>	3836584	CULTURECODE	
<b>Registration Number:</b>	2847185	DIRECTARGET	
<b>Registration Number:</b>	2427132	GEOSCAPE	
<b>Registration Number:</b>	3487321	LATIN FORCE	
<b>Registration Number:</b>	4345199	SU SAVVY UNIVERSITY	

OP \$615.00 4390399

Property Type	Number	Word Mark
Registration Number:	4856913	BAROMETRIC
Registration Number:	3545958	BUSINESS-FACTS
Registration Number:	1443709	BUSINESS-FACTS
Registration Number:	1499354	CLARITAS
Registration Number:	2913465	CONNEXIONS
Registration Number:	2075237	FINANCIAL CLOUT
Registration Number:	1410464	POP-FACTS
Registration Number:	1410929	POP-FACTS
Registration Number:	2579244	CONSUMERPOINT
Registration Number:	3029703	OPPORTUNITY FINDER
Registration Number:	3909845	PRIZM
Registration Number:	3824860	P\$YCLE
Registration Number:	2930745	CULTURE POINT MODEL
Registration Number:	4267240	SITEREPORTS
Serial Number:	87621603	CLARITAS
Serial Number:	88098746	ANONYMOUSCRM
Serial Number:	88143168	AUDIENCEANYWHERE

**CORRESPONDENCE DATA**

Fax Number: 7044448857

*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: 7043432000

Email: twitcher@mcguirewoods.com

Correspondent Name: Terry L. Witcher, Senior Paralegal

Address Line 1: McGuireWoods LLP

Address Line 2: 201 N. Tryon Street, Suite 3000

Address Line 4: Charlotte, NORTH CAROLINA 28202

<b>NAME OF SUBMITTER:</b>	Terry L. Witcher
<b>SIGNATURE:</b>	/s/ Terry L. Witcher
<b>DATE SIGNED:</b>	03/31/2022

**Total Attachments: 5**

- source=Claritas - Trademark Release#page1.tif
- source=Claritas - Trademark Release#page2.tif
- source=Claritas - Trademark Release#page3.tif
- source=Claritas - Trademark Release#page4.tif
- source=Claritas - Trademark Release#page5.tif

**TERMINATION AND RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT  
(TRADEMARKS)**

This Termination and Release of Intellectual Property Security Agreement (“Termination and Release”), dated and effective as of March 31, 2022 is made by **BARINGS FINANCE LLC**, a Delaware limited liability company (the “Collateral Agent”) as collateral agent for the Secured Parties (as defined in the Credit Agreement referred to below), in favor of **CLARITAS, LLC**, a Delaware limited liability company, **LATIN FORCE GROUP LLC**, a Delaware limited liability company, and **BAROMETRIC, INC.**, a Delaware corporation (“Grantors”), with chief executive offices located at the addresses provided on Schedule II. All capitalized terms used, but not otherwise defined herein, shall have the respective meanings ascribed to them in the Intellectual Property Security Agreement referred to below (whether defined therein or by reference to another agreement).

Pursuant to that certain Credit Agreement, dated as of December 21, 2018 (as amended, amended and restated, supplemented or otherwise modified from time to time), by and among Claritas, LLC, Claritas Holdings, Inc., the lenders and financial institutions from time to time party thereto and the Collateral Agent (the “Credit Agreement”), Grantors executed and delivered that certain Intellectual Property Security Agreement dated December 21, 2018 (as amended, amended and restated, supplemented or otherwise modified from time to time, the “Intellectual Property Security Agreement”), among the Grantors and the Collateral Agent, which was duly recorded on December 21, 2018, at Reel/Frame 6506/0773 in the Trademark Division of the United States Patent and Trademark Office, and as supplemented by that certain Intellectual Property Security Agreement Supplement among the Grantors and the Collateral Agent, which was duly recorded on January 29, 2019 in the Trademark Division of the United States Patent and Trademark Office, at Reel/Frame 6561/0980 (the “Intellectual Property Security Agreement Supplement”, and together with the Intellectual Property Security Agreement, the “Intellectual Property Security and Supplement Agreements”).

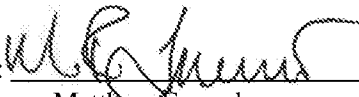
Under the terms of the Intellectual Property Security and Supplement Agreements, Grantors pledged and granted to the Collateral Agent, for the benefit of the Secured Parties, a security interest in and to, among other things, (i) the Trademark Collateral, including the trademark and service mark registrations and applications set forth in Schedule I hereto, together with the goodwill symbolized thereby, (ii) all reissues, divisionals, continuations, continuations-in-part, extensions, renewals and reexaminations of any of the foregoing, all rights in the foregoing provided by international treaties or conventions, all rights corresponding thereto throughout the world and all other rights of any kind whatsoever of such Grantor accruing thereunder or pertaining thereto, (iii) any and all claims for damages and injunctive relief for past, present and future infringement, dilution, misappropriation, violation, misuse or breach with respect to any of the foregoing, with the right, but not the obligation, to sue for and collect, or otherwise recover, such damages, and (iv) any and all proceeds of, collateral for, income, royalties and other payments now or hereafter due and payable with respect to, and supporting obligations relating to, any and all of the Collateral of or arising from any of the foregoing (collectively, the “Collateral”).

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Collateral Agent (i) hereby irrevocably and unconditionally re-transfers, re-conveys and re-assigns to the Grantor any right, title or interest it may have in or to any of the Collateral, (ii) cancels, releases and discharges the security interest in the Collateral and (iii) the Collateral Agent hereby terminates the Intellectual Property Security and Supplement Agreements.

This Termination and Release shall be governed by, and construed in accordance with, the laws of the State of New York.


[Signature page follows.]

BARINGS FINANCE LLC, as Collateral Agent

By:   
Name: Matthew Freund  
Title: Managing Director

SCHEDULE I

TRADEMARK REGISTRATIONS

<b>Mark</b>	<b>Application/ Reg. Number</b>	<b>Application/ Reg. Date</b>	<b>Owner</b>
Access the New Mainstream	4390399	08/27/2013	Latin Force Group LLC
Audientivity	5284063	09/12/2017	Latin Force Group LLC
CultureCode	3836584	08/24/2010	Latin Force Group LLC
DirectTarget	2847185	06/01/2004	Latin Force Group LLC
Geoscape	2427132	02/06/2001	Latin Force Group LLC
Latin Force	3487321	08/19/2008	Latin Force Group LLC
 Savvy University SU  SAVVY UNIVERSITY	4345199	06/04/2013	Latin Force Group LLC
BAROMETRIC	4856913	11/17/15	Barometric, Inc.
BUSINESS-FACTS	3545958	12/16/2008	Claritas, LLC
BUSINESS-FACTS	1443709	06/16/1987	Claritas, LLC
CLARITAS	1499354	08/09/1988	Claritas, LLC
CONNEXIONS	2913465	12/21/2004	Claritas, LLC
FINANCIAL CLOUT	2075237	07/01/1997	Claritas, LLC
POP-FACTS	1410464	09/23/1986	Claritas, LLC
POP-FACTS	1410929	09/23/1986	Claritas, LLC
CONSUMERPOINT	2579244	06/11/2002	Claritas, LLC
OPPORTUNITY FINDER	3029703	12/13/2005	Claritas, LLC
PRIZM	3909845	01/25/2011	Claritas, LLC
P\$YCLE	3824860	07/27/2010	Claritas, LLC
CULTURE POINT MODEL	2930745	03/08/2005	Claritas, LLC
SITEREPORTS	4267240	01/01/2013	Claritas, LLC
CLARITAS	87621603	09/25/2017	Claritas, LLC
ANONYMOUSCRM	88098746	08/30/2018	Claritas, LLC
AUDIENANCEANYWHERE	88143168	10/04/2018	Claritas, LLC

SCHEDULE II

CHIEF EXECUTIVE OFFICES OF THE GRANTORS

**Barometric, Inc.**  
8044 Montgomery Road  
Suite 455  
Cincinnati, OH 45236

**Claritas, LLC**  
8044 Montgomery Road  
Suite 455  
Cincinnati, OH 45236

**Latin Force Group LLC**  
2100 W. Flagler St.  
First Floor  
Miami, Florida 33135