

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM729664

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SG Credit Partners, Inc.		05/16/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Sponsorhouse, Inc.		
Street Address:	259 W. 30th Street, 16th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3878013	HOOKIT	
Registration Number:	5774066	SMART SPONSORSHIP	
Registration Number:	3142571	SPONSORHOUSE	
Registration Number:	5718374	SPONSORSHIP ANALYTICS & VALUATION PLATFO	
Registration Number:	5585085	SPONTECH	
Registration Number:	5567476	SPORT GRAPH	
Registration Number:	4722466	SUPPORT THE ATHLETES	
CORRESPONDENCE DATA			
Fax Number:	9494754754		
<i>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.</i>			
Phone:	949-451-3800		
Email:	skann@gibsondunn.com		
Correspondent Name:	Stephanie Kann		
Address Line 1:	3161 Michelson Drive		
Address Line 2:	Gibson, Dunn & Crutcher LLP		
Address Line 4:	Irvine, CALIFORNIA 92612		
ATTORNEY DOCKET NUMBER:	91573-00014		
NAME OF SUBMITTER:	Stephanie Kann		
SIGNATURE:	/stephanie kann/		

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DATE SIGNED:	05/23/2022
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Total Attachments: 6

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RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST

This RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST (this “Release”) is made as of May 16, 2022, by **SG CREDIT PARTNERS, INC.**, a Delaware corporation, in its capacity as Lender under (and as defined in) the Security Agreement referred to below (the “Lender”) for the benefit of **SPONSORHOUSE, INC.**, a Delaware corporation (the “Grantor”). Capitalized terms used but not otherwise defined herein shall have the respective meanings ascribed thereto in the Loan Agreement (as defined below) or the Security Agreement (as defined below) as applicable.

W I T N E S S E T H:

WHEREAS, the Grantor and the Lender are parties to that certain (i) Loan and Security Agreement, dated as of February 19, 2021 (as amended from time to time, the “Loan Agreement”); and (ii) Intellectual Property Security Agreement, dated as of February 19, 2021 (as amended from time to time, the “Security Agreement”), pursuant to which the Grantor has granted to the Lender for the benefit of the Secured Parties a lien on and security interest in all of the right, title and interest of the Grantor in, to and under the Patents, Trademarks, and Copyrights (as defined in the Security Agreement), including the trademarks set forth on Schedule A hereto, patents set forth on Schedule B hereto, and copyrights set forth on Schedule C; and

WHEREAS, the Security Agreement was recorded in the United States Patent and Trademark Office on February 19, 2021 at Reel 7197 and Frame 0807 for trademarks, and on February 21, 2021 at Reel 055346 and Frame 0957 for patents; and

WHEREAS, the Grantor has requested that the Lender release, and the Lender 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 Patents, Trademarks, and Copyrights, including, without limitation, the trademarks set forth on Schedule A hereto, the patents set forth on Schedule B hereto, and copyrights set forth on Schedule C hereto.

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

1. The Lender does hereby irrevocably terminate, release and discharge the entirety of any and all liens or security interests that it may have in, and all claims, whether presently existing or hereafter acquired or created, pursuant to the Loan Agreement or Security Agreement to the Patents, Trademarks, and Copyrights, including, without limitation, the trademarks (including the trademark registrations and trademark applications) set forth on Schedule A hereto, the goodwill of the business symbolized by the trademarks and the applications and registrations thereof, the patents (including the patent registrations and patent applications) set forth on Schedule B hereto, and the copyrights (including the copyright applications and copyright registrations) set forth on Schedule C, and all proceeds thereof, and any right, title or interest of the Lender in such Patents, Trademarks, and Copyrights shall hereby terminate, cease and become void. The Lender hereby assigns, transfers and conveys any and all right, title or interest of the Lender in the Patents, Trademarks, and Copyrights to the Grantor.

2. The Lender, on behalf of itself and the Secured Parties, does hereby terminate and cancel the Security Agreement.

3. 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.

4. 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 California.

[Signature page follows]

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

SG CREDIT PARTNERS, INC., as Lender



By: _____

Name: Nick Seraydarian

Title: Managing Director

SCHEDULE A

TRADEMARKS

Country	Mark	Filing/ Reg. Date	Serial/Reg. No.	Owner
IR/Madrid	HOOKIT	Reg. Date 1/19/2017	Reg. No. 1341707	SponsorHouse, Inc.
IR/Madrid	SPONTECH	Reg. Date 5/10/2018	Reg. No. 1412330	SponsorHouse, Inc.
IR/Madrid	SPORT GRAPH	Reg. Date 5/10/2018	Reg. No. 1426778	SponsorHouse, Inc.
U.S.	HOOKIT	Filing Date 11/18/2009 Reg. Date 11/16/2010	Serial No. 77/875,797 Reg. No. 3,878,013	Sponsorhouse, Inc.
U.S.	SMART SPONSORSHIP	Filing Date 10/15/2018 Reg. Date 6/11/2019	Serial No. 88/154,990 Reg. No. 5,774,066	Sponsorhouse, Inc.
U.S.	SPONSORHOUSE	Filing Date 10/31/2003 Reg. Date 9/12/2006	Serial No. 76/559,676 Reg. No. 3,142,571	Sponsorhouse, Inc.
U.S.	SPONSORSHIP ANALYTICS & VALUATION PLATFORM	Filing Date 10/15/2018 Reg. Date 4/2/2019	Serial No. 88/154,996 Reg. No. 5,718,374	Sponsorhouse, Inc.
U.S.	SPONTECH	Filing Date 3/7/2018 Reg. Date 10/16/2018	Serial No. 87/824,422 Reg. No. 5,585,085	Sponsorhouse, Inc.
U.S.	SPORT GRAPH	Filing Date 3/7/2018 Reg. date 9/18/2018	Serial No. 87/824,420 Reg. No. 5,567,476	Sponsorhouse, Inc.
U.S.	SUPPORT THE ATHLETES	Filing Date 3/26/2014 Reg. Date 4/21/2015	Serial No. 86/232,616 Reg. No. 4,722,466	Sponsorhouse, Inc.

SCHEDULE B

PATENTS

TITLE	APPLICATION/ PATENT NO.	FILING/ ISSUE DATE	STATUS	OWNER
COMPUTERIZED SYSTEM FOR DETECTING THE EXPOSURE AND IMPACT OF AN ENTITY WITHIN VIRTUAL NETWORKING PLATFORMS	Appl. No. 16/582,948 Patent No. 11,250,369	Filing Date 9/25/2019 Issue Date 2/15/2022	Issued	Sponsorhouse, Inc. d/b/a Hookit
DEEP NEURAL NETWORKS MODELING	Appl. No. 16/380,724 Publ. No. 20190311268	Filing Date 4/10/2019	Pending	Sponsorhouse, Inc. d/b/a Hookit
DATA PRIORITIZATION THROUGH RELATIONSHIP ANALYSIS MAPPING	Appl. No. 16/710,971 Patent No. 11,308,135	Filing Date 12/11/2019 Issue Date 4/19/2022	Issued	Sponsorhouse, Inc. d/b/a Hookit

SCHEDULE C

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None.