

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM729923

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CIBC Bank USA (f/k/a The PrivateBank and Trust Company)		05/24/2022	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	Hearing Help Express, Inc.		
Street Address:	1712 Sycamore Road		
City:	DeKalb		
State/Country:	ILLINOIS		
Postal Code:	60115		
Entity Type:	Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	4955408	HEARING HELP EXPRESS	
Registration Number:	3074719	ECO-GOLD	
Registration Number:	2758410	EARMATE	
Registration Number:	2575690	SIMPLY BATTERIES	
Registration Number:	2219330	HEARING HELP EXPRESS	
Serial Number:	87444463	HEARING HELP PLUS	
Serial Number:	87444425	DIPLOMAT	
Serial Number:	87444303	RANGER	
Serial Number:	87409529	APOLLO	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	jennifer.bleskin@afslaw.com		
Correspondent Name:	Jennifer Bleskin		
Address Line 1:	233 S. Wacker Drive, Suite 7100		
Address Line 2:	ArentFox Schiff LLP		
Address Line 4:	Chicago, ILLINOIS 60606		

OP \$240.00 4955408

NAME OF SUBMITTER:	Jennifer Bleskin
SIGNATURE:	/s/ Jennifer Bleskin
DATE SIGNED:	05/24/2022
Total Attachments: 3 source=28. Trademark Release (Hearing Help Express)#page1.tif source=28. Trademark Release (Hearing Help Express)#page2.tif source=28. Trademark Release (Hearing Help Express)#page3.tif	

TRADEMARK RELEASE AND REASSIGNMENT

THIS TRADEMARK RELEASE AND REASSIGNMENT is made as of May 24, 2022, by CIBC Bank USA (f/k/a The PrivateBank and Trust Company), as Lender (in such capacity, “Lender”). Capitalized terms used but not defined herein shall have the same meanings assigned to such terms in the Security Agreement (as defined below).

W I T N E S S E T H:

WHEREAS, Hearing Help Express, Inc., an Illinois corporation (the “Grantor”), and Lender are parties to that certain Trademark Security Agreement dated as of February 13, 2018 (the “Security Agreement”), pursuant to which Grantor granted to Lender a continuing security interest in and lien on the Trademark Collateral (as defined below);

WHEREAS, a Notice of Grant of Security Interest in Trademarks was recorded by the United States Patent and Trademark Office on February 19, 2018, at Reel 006274, Frame 0367;

WHEREAS, Grantor has requested that Lender release its security interest in and lien on the Trademark Collateral and reassign any and all rights in the same to Grantor;

WHEREAS, Grantor has satisfied and fulfilled all of its obligations to release the Lender’s security interest in and lien on the Trademark Collateral.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged:

1. Lender hereby releases, discharges, terminates and cancels its liens and security interest in all right, title and interest of the Grantor in, to and under the following:

- (i) all of such Grantor’s right, title and interest in, to and under its United States Trademark applications and registrations, including, without limitation, those listed on Schedule I attached hereto (the “Trademark Collateral”);
- (ii) all renewals, extensions, proceeds and products of the Trademark Collateral;
- (iii) the goodwill of the businesses connected with the use of, and symbolized by, each Trademark Collateral; and
- (iv) all income, royalties, proceeds and liabilities at any time due or payable or asserted under and with respect to the Trademark Collateral including, without limitation, all causes of action and rights to sue and recover at law or in equity for any past, present and future infringement, misappropriation, dilution, violation or other impairment thereof or unfair competition regarding the same.

2. Lender hereby reassigns, grants and conveys to Grantor, without any representation, recourse or undertaking by Lender, any and all of Lender’s right, title and interest in and to the Trademark Collateral.

[Signature Page Follows]

IN WITNESS WHEREOF, Lender has caused this Trademark Release and Reassignment to be executed as of the day and year first above written.

CIBC BANK USA, as Lender

By: 
Name: Noy Matmanivong
Title: Managing Director

SCHEDULE I

REGISTERED TRADEMARKS

<u>Registration Number</u>	<u>Description of Trademark Item</u>
4955408	HEARING HELP EXPRESS and Design
3074719	ECO-GOLD
2758410	EARMATE
2575690	SIMPLY BATTERIES
2219330	HEARING HELP EXPRESS

TRADEMARK APPLICATIONS

<u>Serial Number</u>	<u>Description of Trademark Item</u>
87444463	HEARING HELP PLUS
87444425	DIPLOMAT
87444303	RANGER
87409529	APOLLO

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