

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM745675

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LS DIRECT MARKETING LLC		08/03/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	TRUIST BANK, as Administrative Agent		
Street Address:	303 Peachtree Street, N.E.		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30308		
Entity Type:	Corporation: NORTH CAROLINA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	6031255	THE PREMIER POSTAL RETARGETING SOLUTION	
Registration Number:	5996764	BOOMERANG DIRECT	
Serial Number:	88563403	SMARTDASH	
CORRESPONDENCE DATA			
Fax Number:	7043311159		
<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:	7043311000		
Email:	PTO_TMconfirmation@mvalaw.com, maryelizabethzaldivar@mvalaw.com		
Correspondent Name:	Moore & Van Allen PLLC		
Address Line 1:	100 North Tryon Street		
Address Line 2:	Suite 4700, ATTN: IP DEPARTMENT		
Address Line 4:	Charlotte, NORTH CAROLINA 28202		
ATTORNEY DOCKET NUMBER:	046455.000091		
NAME OF SUBMITTER:	John Slaughter		
SIGNATURE:	/john slaughter/		
DATE SIGNED:	08/03/2022		
Total Attachments: 4			

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NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Security and Pledge Agreement dated as of August 3, 2022 (as the same may be amended, modified, extended or restated from time to time, the "Agreement") by and among the Obligors party thereto (each an "Obligor" and collectively, the "Obligors") and Truist Bank, as Administrative Agent (the "Administrative Agent") for the holders of the Secured Obligations referenced therein, the undersigned Obligor has granted a continuing security interest in and continuing lien upon the trademarks and trademark applications set forth on Schedule 1 hereto to the Administrative Agent for the ratable benefit of the holders of the Secured Obligations.

The undersigned Obligor and the Administrative Agent, on behalf of the holders of the Secured Obligations, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

[Remainder of Page Intentionally Left Blank; Signature Pages Follow]

Very truly yours,

LS DIRECT MARKETING LLC,
a Delaware limited liability company

By: _____

Name: Jeff Horowitz

Title: President

LS Direct Marketing, LLC
4 Suffern Place
Suffern, New York 10901
Attention: Jeff Horowitz
Email: Jeff@lsdirect.com

[Signature Pages Continue]

Acknowledged and Accepted:

TRUIST BANK, as Administrative Agent

By: *Ramer Zack*

Name: *Ramer Zack*

Title: *Managing Director*

Truist Bank
Agency Services
303 Peachtree Street, N.E.
Atlanta, Georgia 30308

[Signature Pages End]

Schedule 1

LS Direct Marketing LLC
(a Delaware limited liability company)

U.S. Trademarks

Trademark Registrations

Mark	Reg. No.	Reg. Date
THE PREMIER POSTAL RETARGETING SOLUTION	6031255	04/07/2020
BOOMERANG DIRECT	5996764	02/25/2020

Trademark Application

Mark	Appl. No.	Filing Date
SMARTDASH	88563403	08/02/2019