

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM749172

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Balance Point Capital Partners V, L.P.		08/16/2022	Limited Partnership: DELAWARE
RECEIVING PARTY DATA			
Name:	The Retail Firm, LLC		
Street Address:	805 South Walton Boulevard, Suite 610		
City:	Bentonville		
State/Country:	ARKANSAS		
Postal Code:	72712		
Entity Type:	Limited Liability Company: ARKANSAS		
Name:	The Stable Group, LLC		
Street Address:	923 Nicollet Mall, Suite 300		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55402		
Entity Type:	Limited Liability Company: DELAWARE		
Name:	Rich Context LLC		
Street Address:	3335 S. Market St.		
City:	Rogers		
State/Country:	ARKANSAS		
Postal Code:	72758		
Entity Type:	Limited Liability Company: ARKANSAS		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	4924359	THE STABLE	
Registration Number:	5824517	RICH CONTEXT	
Registration Number:	5992051	PATHLINK	
Registration Number:	6258226	HYPHEN	
Registration Number:	6479916	FUNDAYS	
Serial Number:	97037915	RF RETAIL FIRM	
Serial Number:	88838964	LIDO	

CH \$190.00 4924359

CORRESPONDENCE DATA**Fax Number:** 3129021061

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: 312-577-8438**Email:** raquel.haleem@katten.com**Correspondent Name:** Raquel Haleem c/o Katten Muchin Rosenman**Address Line 1:** 525 West Monroe Street**Address Line 4:** Chicago, ILLINOIS 60661

NAME OF SUBMITTER:	Raquel Haleem
SIGNATURE:	/Raquel Haleem/
DATE SIGNED:	08/17/2022

Total Attachments: 3

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**TERMINATION AND RELEASE OF NOTICE OF GRANT OF SECURITY INTEREST
IN TRADEMARKS**

THIS TERMINATION AND RELEASE OF NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS (this "Termination"), is dated as of August 16, 2022, and made by **BALANCE POINT CAPITAL PARTNERS V, L.P.** (the "Grantee"), to **THE RETAIL FIRM, LLC**, an Arkansas limited liability company ("Retail"), **THE STABLE GROUP, LLC**, a Delaware limited liability company ("Stable") and **RICH CONTEXT LLC**, an Arkansas limited liability company ("Rich Context") and together with Retail and Stable, each, a "Grantor" and, collectively, the "Grantors").

WHEREAS, pursuant to (i) that certain Subordinated Guarantee and Security Agreement dated as of December 9, 2021 by and among the Obligors party thereto and Grantee and (ii) that certain Notice of Grant of Security Interest in Trademarks, made by Grantors in favor of Grantee (the "Security Agreement"), a security interest was granted by the Grantors to Grantee in certain collateral, including the Intellectual Property (as hereinafter defined);

WHEREAS, the Security Agreement was recorded with the trademark division of the United States Patent and Trademark Office on December 9, 2021 at Reel/Frame 7524/0511;

WHEREAS, Grantee now desires to terminate the Security Agreement and terminate, release and discharge its security interest in the Intellectual Property;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and upon the terms set forth in this Termination, Grantee hereby states as follows:

1. Definitions. The term "Intellectual Property," as used herein, shall mean all of the Grantors' right, title and interest of every kind and nature as of the date hereof in the Intellectual Property listed on Exhibit A hereto.

2. Release of Security Interest. Grantee hereby terminates the Security Agreement and terminates, releases and discharges its security interest in the Intellectual Property and reassigns to the person or persons legally entitled thereto all right, title and interest of Grantee in the Intellectual Property.

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IN WITNESS WHEREOF, the Grantee has caused this Termination to be executed by its duly authorized officer as of the date first written above.

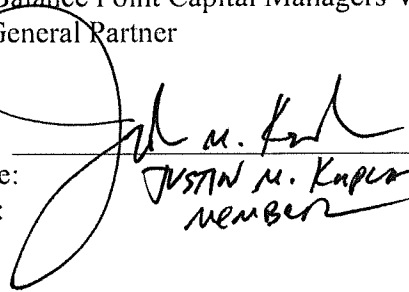
**BALANCE POINT CAPITAL PARTNERS V,
L.P.**

By: Balance Point Capital Managers V, LLC
Its: General Partner

By: _____

Name: _____

Title: _____



Justin M. Kaplan
member

Exhibit A

Mark	Owner	Registration No.	Application No.	Registration Date	Filing Date
THE STABLE	Stable	4924359	86622102	3/22/2016	5/17/15
RICH CONTEXT	Rich Context	5824517	88033953	8/6/2019	7/11/18
PATHLINK	Rich Context	5992051	88122195	2/18/2020	9/18/18
RF Retail Firm	Retail Firm	N/A	97037915	N/A	9/21/2021
HYPHEN	Rich Context	6258226	88802949	1/26/21	2/19/20
LIDO	Stable	N/A	88838964	N/A	3/18/20
FUNDAYS	Stable	6479916	88838971	9/7/21	3/18/20