

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM752763

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|---|-------------------------------|-----------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | RELEASE OF SECURITY INTEREST | | |
| SEQUENCE: | 2 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| JEFFERIES FINANCE LLC, as Administrative Agent | | 08/01/2022 | Limited Liability Company: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Information Resources, Inc. | | |
| Street Address: | 203 North LaSalle, Suite 1500 | | |
| City: | Chicago | | |
| State/Country: | UNITED STATES | | |
| Postal Code: | 60601 | | |
| Entity Type: | Corporation: DELAWARE | | |
| PROPERTY NUMBERS Total: 23 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5516548 | DIGITALINK | |
| Registration Number: | 5237145 | ECONOLINK | |
| Registration Number: | 5122845 | E-MARKET INSIGHTS | |
| Registration Number: | 4836299 | GROWTH DELIVERED. | |
| Registration Number: | 5442129 | IMPACT | |
| Registration Number: | 4399558 | INFOSCAN | |
| Registration Number: | 4932530 | IRI | |
| Registration Number: | 5015586 | IRI | |
| Registration Number: | 5015587 | IRI | |
| Registration Number: | 5457134 | IRI LIFT | |
| Registration Number: | 5093778 | LIQUID DATA | |
| Registration Number: | 4991201 | | |
| Registration Number: | 5236306 | MILLENNIALLINK | |
| Registration Number: | 5237147 | NUTRILINK | |
| Registration Number: | 5255213 | ON-PREMISE ADVANTAGE | |
| Registration Number: | 4976089 | PROSCORES | |
| Registration Number: | 5442127 | SHOPPERSIGHTS | |
| Registration Number: | 5495051 | SILVERLINK | |

CH \$590.00 5516548

| Property Type | Number | Word Mark |
|----------------------|----------|------------------|
| Registration Number: | 5473334 | SOCIAL ADVANTAGE |
| Registration Number: | 5399029 | UNIFY |
| Serial Number: | 87853888 | |
| Serial Number: | 88170366 | SCANSCAPE |
| Serial Number: | 88170392 | SCANSCAPE |

CORRESPONDENCE DATA

Fax Number: 2028357586

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: 202-835-7500

Email: dcip@milbank.com

Correspondent Name: Javier J. Ramos

Address Line 1: 1850 K Street, NW, Suite 1100

Address Line 2: Milbank, LLP

Address Line 4: Washington, D.C. 20006

| | |
|-------------------------|-------------------|
| ATTORNEY DOCKET NUMBER: | 40924.00037 |
| NAME OF SUBMITTER: | Javier J. Ramos |
| SIGNATURE: | /Javier J. Ramos/ |
| DATE SIGNED: | 09/01/2022 |

Total Attachments: 4

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RELEASE OF SECURITY INTEREST IN TRADEMARK COLLATERAL

This **RELEASE OF SECURITY INTEREST IN TRADEMARK COLLATERAL**, dated as of August 1, 2022 (this “Release”), is made by JEFFERIES FINANCE LLC, as Administrative Agent and Collateral Agent for the Secured Parties (in such capacities and together with its successors and permitted assigns, the “Administrative Agent”) in favor of INFORMATION RESOURCES, INC., a Delaware corporation (“Grantor”). All capitalized terms used but not otherwise defined herein have the meanings given to them in the Security Agreement (as defined below).

WITNESSETH

WHEREAS, Grantor is a party to that certain Second Lien Security Agreement, dated as of November 30, 2018 (as amended, restated, supplemented or otherwise modified from time to time, the “Security Agreement”), among the Grantor, the other grantors party thereto and the Administrative Agent;

WHEREAS, pursuant to the Security Agreement, Grantor executed and delivered the Second Lien Trademark Security Agreement, dated as of November 30, 2018 (as amended, restated, supplemented or otherwise modified from time to time, the “Trademark Security Agreement”) and recorded with the U.S. Patent and Trademark Office (“USPTO”) on November 30, 2018 at Reel/Frame No. 6492/0279, pursuant to which Grantor, as security for the payment and performance in full of the Secured Obligations of the Grantor, pledged to the Administrative Agent, its successors and permitted assigns, for the benefit of the Secured Parties, and granted to the Administrative Agent, its successors and permitted assigns, for the benefit of the Secured Parties, a security interest in all right, title or interest in or to any and all of the Trademark Collateral (as defined in the Trademark Security Agreement), including the trademark registrations and applications set forth in Schedule A attached thereto; and

WHEREAS, Grantor has requested and the Administrative Agent has agreed to terminate and release the entirety of its security interest in the Trademark Collateral.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and upon the terms set forth in this Release, the Administrative Agent hereby agrees as follows:

SECTION 1. TERMINATION AND RELEASE

The Administrative Agent hereby **DISCHARGES, TERMINATES, RELEASES** and **CANCELS** fully, without recourse, representation or warranty of any kind, its security interest in the Trademark Collateral, including the trademark registrations and applications set forth in Schedule I attached hereto, and agrees that any right, title or interest of the Administrative Agent in the Trademark Collateral shall hereby cease and become void. The undersigned hereby re-transfers, re-conveys and re-assigns to Grantor, without recourse, representation or warranty of any kind, any and all right, title and interest that the Administrative Agent may have obtained in or to the Trademark Collateral, including the trademark registrations and applications set forth in Schedule I hereto, under the Security Agreement and the Trademark Security Agreement. The Administrative Agent, without recourse, representation or warranty of any kind, hereby terminates and cancels the Trademark Security Agreement.

SECTION 2. RECORDATION

The Administrative Agent hereby authorizes and requests that the USPTO record this Release.

SECTION 3. FURTHER ASSURANCES

The Administrative Agent hereby agrees to duly execute and deliver to the Grantor any further documents and to do such other acts that the Grantor (or its respective agents or designees) reasonably requests, at the Grantor's sole cost and expense, in order to confirm this Release and the Grantor's right, title and interest in the Trademark Collateral.


SECTION 4. GOVERNING LAW

THIS RELEASE SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAW OF THE STATE OF NEW YORK.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Administrative Agent has caused this Release to be duly executed and delivered as of the date first written above.

JEFFERIES FINANCE LLC,
as Administrative Agent

By: 
Name: Peter Cucchiara
Title: Senior Vice President

SCHEDULE I
to
RELEASE OF SECURITY INTEREST IN TRADEMARK COLLATERAL

TRADEMARK REGISTRATIONS AND APPLICATIONS

| Trademark | Country | Serial No. / Registration No. | File Date / Reg. Date | Owner |
|-------------------------|----------------|--|----------------------------------|-----------------------------|
| DIGITALINK | USA | 5,516,548 | 7/17/2018 | Information Resources, Inc. |
| ECONOLINK | USA | 5,237,145 | 7/4/2017 | Information Resources, Inc. |
| E-MARKET INSIGHTS | USA | 5,122,845 | 1/17/2017 | Information Resources, Inc. |
| GROWTH DELIVERED | USA | 4,836,299 | 10/20/2015 | Information Resources, Inc. |
| IMPACT | USA | 5,442,129 | 4/10/2018 | Information Resources, Inc. |
| INFOSCAN | USA | 4,399,558 | 9/10/2013 | Information Resources, Inc. |
| IRI | USA | 4,932,530 | 4/5/2016 | Information Resources, Inc. |
| IRI | USA | 5,015,586 | 8/9/2016 | Information Resources, Inc. |
| IRi - Design | USA | 5,015,587 | 8/9/2016 | Information Resources, Inc. |
| IRI LIFT | USA | 5,457,134 | 5/1/2018 | Information Resources, Inc. |
| LIQUID DATA | USA | 5,093,778 | 12/6/2016 | Information Resources, Inc. |
| LOGO | USA | 4,991,201 | 7/5/2016 | Information Resources, Inc. |
| LOGO | USA | 87853888 | 3/28/2018 | Information Resources, Inc. |
| MILLENNIALINK | USA | 5,236,306 | 7/4/2017 | Information Resources, Inc. |
| NUTRILINK | USA | 5,237,147 | 7/4/2017 | Information Resources, Inc. |
| ON-PREMISE ADVANTAGE | USA | 5,255,213 | 8/1/2017 | Information Resources, Inc. |
| PROSCORES | USA | 4,976,089 | 6/14/2016 | Information Resources, Inc. |
| SCANSCAPE | USA | 88170366 | 10/26/2018 | Information Resources, Inc. |
| SCANSCAPE | USA | 88170392 | 10/26/2018 | Information Resources, Inc. |
| SHOPPERSIGHTS | USA | 5,442,127 | 4/10/2018 | Information Resources, Inc. |
| SILVERLINK | USA | 5,495,051 | 6/19/2018 | Information Resources, Inc. |
| SOCIAL ADVANTAGE | USA | 5,473,334 | 5/22/2018 | Information Resources, Inc. |
| UNIFY | USA | 5,399,029 | 2/13/2018 | Information Resources, Inc. |