

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM752762

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
SEQUENCE:	1		
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	

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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

- source=Release of Security Interest in Trademark Collateral (First Lien) [Executed](128473570.6)#page1.tif
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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 First 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 First 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. 6492/0218, 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 attached 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: *Peter Cucchiara*
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.