

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM769483

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
KEYBANK NATIONAL ASSOCIATION		11/21/2022	National Banking Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	ESSENCE COMMUNICATIONS INC.		
Street Address:	34 35th Street, Suite 5A		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11232		
Entity Type:	Corporation: DELAWARE		
Name:	ESSENCE FESTIVALS LLC		
Street Address:	34 35th Street, Suite 5A		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11232		
Entity Type:	Limited Liability Company: DELAWARE		
Name:	ESSENCE FESTIVALS INVESTMENTS LLC		
Street Address:	34 35th Street, Suite 5A		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11232		
Entity Type:	Limited Liability Company: LOUISIANA		
Name:	ESSENCE FESTIVALS PRODUCTIONS LLC		
Street Address:	34 35th Street, Suite 5A		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11232		
Entity Type:	Limited Liability Company: LOUISIANA		
Name:	ECI PUBLISHING, INC.		
Street Address:	34 35th Street, Suite 5A		
City:	Brooklyn		

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State/Country:	NEW YORK
Postal Code:	11232
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 30

Property Type	Number	Word Mark
Registration Number:	1204615	ESSENCE
Registration Number:	1594963	ESSENCE
Registration Number:	1131774	ESSENCE
Registration Number:	3583194	ESSENCE
Registration Number:	4258666	ESSENCE
Registration Number:	4470694	ESSENCE
Registration Number:	1883012	ESSENCE BY MAIL
Registration Number:	1373090	ESSENCE BY MAIL
Registration Number:	4525298	ESSENCE FESTIVAL
Registration Number:	2325402	ESSENCE MUSIC FESTIVAL
Registration Number:	4075562	FRIZZ FORECAST
Registration Number:	5633663	LEAP. RUN. GROW.
Registration Number:	3089774	NATURALLYCURLY.COM
Registration Number:	5563853	NATURALLYCURLY.COM · EDITOR'S CHOICE · T
Registration Number:	5458061	NATURALLYCURLY.COM BEST OF THE BEST THEC
Registration Number:	5633596	PATH TO POWER
Registration Number:	5089382	TEXTURE ON THE RUNWAY
Registration Number:	4159132	TEXTUREMEDIA
Serial Number:	88011782	#ESSENCEESUITE
Serial Number:	88011765	E SUITE
Serial Number:	87666772	ESSENCE
Serial Number:	88213011	ESSENCE BEAUTY CARNIVAL
Serial Number:	88045264	ESSENCE BLACK LOVE GALA
Serial Number:	88016050	ESSENCE E SUITE
Serial Number:	88139540	ESSENCE GIRLS UNITED
Serial Number:	88027084	ESSENCE MARCHÉ
Serial Number:	88334707	ESSENCE MUSEUM OF BLACK BEAUTY
Serial Number:	88334732	MUSEUM OF BLACK BEAUTY
Serial Number:	87196225	NATURALLYCURLY.COM
Serial Number:	87335399	TEXTURE TYPING BY NATURALLYCURLY

CORRESPONDENCE DATA

Fax Number: 2164798780

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

TRADEMARK

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using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 216-479-8500
Email: ip-squiretm@squirepb.com
Correspondent Name: Changdae Baek
Address Line 1: Squire Patton Boggs (US) LLP
Address Line 2: 1000 Key Tower, 127 Public Square
Address Line 4: Cleveland, OHIO 44114

ATTORNEY DOCKET NUMBER:	120777 00044
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NAME OF SUBMITTER:	Changdae Baek
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SIGNATURE:	/s Changdae Baek/
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DATE SIGNED:	11/22/2022
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Total Attachments: 5

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RELEASE OF SECURITY INTERESTS IN TRADEMARKS

THIS RELEASE OF SECURITY INTERESTS IN TRADEMARKS (this “Release”) is made as of this 21st day of November, 2022, by KEYBANK NATIONAL ASSOCIATION, a national banking association (“KeyBank”), in favor of ESSENCE COMMUNICATIONS INC., a Delaware corporation, ESSENCE FESTIVALS LLC., a Delaware limited liability company, ESSENCE FESTIVALS INVESTMENTS LLC, a Louisiana limited liability company, ESSENCE FESTIVALS PRODUCTIONS LLC, a Louisiana limited liability company, and ECI PUBLISHING, INC., a Delaware corporation (collectively, jointly and severally, “Grantors” and each individually a “Grantor”).

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, KeyBank hereby releases all liens and security interests granted by Grantors in favor of KeyBank in all Trademarks (as defined below) and Trademark Licenses, including but not limited to the Trademark registrations and applications listed on Schedule A attached hereto, which were granted pursuant to that certain Intellectual Property Security Agreement, dated as of June 19, 2019, executed by Grantors in favor of KeyBank and recorded with the United States Patent and Trademark Office on June 24, 2019 at Reel/Frame 6674/0749.

As used in this Release, the term “Trademarks” means all trademarks, trade names, corporate names, business names, Internet domain names, trade styles, service marks, logos, other source or business identifiers, prints and labels on which any of the foregoing have appeared or appear, designs and general intangibles of like nature, whether registered or unregistered, all registrations and recordings thereof, and all applications in connection there with, including all registrations, recordings and applications in the United States Patent and Trademark Office or in any similar office or agency of the United States, any state or territory thereof, or any other country

or political subdivision thereof, and including all goodwill associated there with or symbolized by any of the foregoing.


[Signature Page Follows]



IN WITNESS WHEREOF, KeyBank has caused this Release to be executed by its authorized officer as of the date first set forth above.

KEYBANK NATIONAL ASSOCIATION

By: Bryant S Rind
Name: Bryant S Rind
Title: Middle Market Relationship Manager

SCHEDULE A

GRANTOR	COUNTRY	MARK	SER. NO.	APP. DATE	REG. NO.	REG. DATE	CLASS	STATUS
Essence Communications Inc.	United States	ESSENCE	73298056	20-Feb-81	1204615	10-Aug-82	25	REGISTERED
Essence Communications Inc.	United States	ESSENCE	73782161	21-Feb-89	1594963	08-May-90	09	REGISTERED
Essence Communications Inc.	United States	ESSENCE	73201661	29-Jan-79	1131774	11-Mar-80	16	REGISTERED
Essence Communications Inc.	United States	ESSENCE	77531399	25-Jul-08	3583194	03-Mar-09	41	REGISTERED
Essence Communications Inc.	United States	ESSENCE	85408216	26-Aug-11	4258666	11-Dec-12	09	REGISTERED
Essence Communications Inc.	United States	ESSENCE	85963805	19-Jun-13	4470694	21-Jan-14	41	REGISTERED
Essence Communications Inc.	United States	ESSENCE BY MAIL	74382530	26-Apr-93	1883012	07-Mar-95	25	REGISTERED
Essence Communications Inc.	United States	ESSENCE BY MAIL	73507040	05-Nov-84	1373090	26-Nov-85	42	REGISTERED
Essence Communications Inc.	United States	ESSENCE FESTIVAL	86055611	04-Sep-13	4525298	06-May-14	41	REGISTERED
Essence Communications Inc.	United States	ESSENCE MUSIC FESTIVAL	75493921	01-Jun-98	2325402	07-Mar-00	41	REGISTERED
Essence Communications Inc.	United States	FRIZZ FORECAST	85363411	05-Jul-11	4075562	20-Dec-11	42	REGISTERED
Essence Communications Inc.	United States	LEAP. RUN. GROW.	87422731	24-Apr-17	5633663	18-Dec-18	41	REGISTERED
Essence Communications Inc.	United States	NATURALLYCURLY.COM	78583326	09-Mar-05	3089774	09-May-06	41	REGISTERED
Essence Communications Inc.	United States	NATURALLYCURLY.COM · EDITOR'S CHOICE · THE CURL LEADERS · 2017 WINNER · 	87603083	09-Nov-17	5563853	18-Sep-18	41	REGISTERED

GRANTOR	COUNTRY	MARK	SER. NO.	APP. DATE	REG. NO.	REG. DATE	CLASS	STATUS
Essence Communications Inc.	United States	NATURALLYCURLY.COM BEST OF THE BEST THECURL LEADERS 2017 WINNER 	87603110	11-Sept-17	5458061	01-May-18	41	REGISTERED
Essence Communications Inc.	United States	PATH TO POWER	87396471	03-Apr-17	5633596	18-Dec-18	41	REGISTERED
Essence Communications Inc.	United States	TEXTURE ON THE RUNWAY	86812450	06-Nov-15	5089382	29-Nov-16	35	REGISTERED
Essence Communications Inc.	United States	TEXTUREMEDIA	85377342	21-Jul-11	4159132	12-Jun-12	35, 41, 44, 45	REGISTERED
Essence Communications Inc.	United States	#ESSENCEESUITE	88011782	22-Jun-18			35, 41, 42	PENDING
Essence Communications Inc.	United States	E SUITE	88011765	22-Jun-18			35, 41, 42	PENDING
Essence Communications Inc.	United States	ESSENCE	87666772	31-Oct-17			09, 41	PENDING
Essence Communications Inc.	United States	ESSENCE BEAUTY CARNIVAL	88213011	30-Nov-18			35, 41	PENDING
Essence Communications Inc.	United States	ESSENCE BLACK LOVE GALA	88045264	19-Jul-18			41	PENDING
Essence Communications Inc.	United States	ESSENCE E SUITE and design 	88016050	26-Jun-18			35, 41, 42	PENDING
Essence Communications Inc.	United States	ESSENCE GIRLS UNITED	88139540	02-Oct-18			35, 36, 41	PENDING
Essence Communications Inc.	United States	ESSENCE MARCHÉ	88027084	05-Jul-18			35	PENDING
Essence Communications Inc.	United States	ESSENCE MUSEUM OF BLACK BEAUTY	88334707	11-Mar-19			35, 41	PENDING
Essence Communications Inc.	United States	MUSEUM OF BLACK BEAUTY	88334732	11-Mar-19			35, 41	PENDING
Essence Communications Inc.	United States	NATURALLYCURLY.COM	87196225	07-Oct-16			24, 25	PENDING
Essence Communications Inc.	United States	TEXTURE TYPING BY NATURALLYCURLY	87335399	14-Feb-17			41	PENDING