

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM809140

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cambridge Trust Company		03/07/2023	Company: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	StrawberryFrog, LLC		
Street Address:	350 Fifth Avenue, Suite 5210		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10118		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6352804	PURPOSE POWER INDEX	
CORRESPONDENCE DATA			
Fax Number:			
<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:	2125197733		
Email:	Rich@JacobsonTrademark.com		
Correspondent Name:	Richard P. Jacobson		
Address Line 1:	445 Park Avenue - 9th Floor		
Address Line 2:	Jacobson Law Group		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	PPI - Cambridge Release		
NAME OF SUBMITTER:	Richard P. Jacobson		
SIGNATURE:	/Richard P. Jacobson/		
DATE SIGNED:	05/09/2023		
Total Attachments: 2			
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**TERMINATION AND PARTIAL RELEASE OF
TRADEMARK SECURITY INTEREST**

This Termination and Partial Release of Trademark Security Interest (this "Release") dated this 7th day of March 2023 (the "Effective Date") is made by Cambridge Trust Company (the "Lender").

WHEREAS, pursuant to the Loan and Security Agreement dated September 24, 2020 (the "Loan Agreement") between the Lender and Reputation Institute, Inc. ("RI" or the "Borrower") and its affiliated entities, Lender was granted a security interest in certain assets of the Borrower, including, without limitation, Borrower's trademarks; and

WHEREAS, Borrower has received a United States trademark registration for the trademark PURPOSE POWER INDEX, Registration Number 6,352,804 (the "Mark");

WHEREAS, Borrower has requested that Lender terminate and release its security interest in the Mark in connection with Borrower's transfer of ownership of the Mark to an unaffiliated third party, StrawberryFrog, LLC (the "Transferee");

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Lender agrees as follows:

1. Termination and Partial Release. Lender: (a) releases and terminates all of its right, title and interest in and to the Mark, including all goodwill associated with the Mark; and (b) agrees that all security interest in the Mark is discharged, terminated and released. Except for the release of the Mark, all terms and provisions of the Loan Agreement shall remain in full force and effect. Nothing contained herein shall in any way impair the validity or enforceability of the Loan Agreement, as modified hereby, or alter, waive, annul, vary, affect, or impair any provisions, conditions, or covenants contained therein or any rights, powers, or remedies granted therein. **Any lien and/or security interest granted in any Collateral or any other assets other than the Mark (whether pursuant to the Loan Agreement or otherwise) shall remain unchanged and in full force and effect and shall continue to secure the satisfactory payment and performance of all of the Obligations.**

2. Filing with PTO. Lender consents to Borrower or Transferee, or their respective successors or assigns, filing or recording this Release with the United States Patent and Trademark Office (the "PTO"), as may be necessary. The PTO is authorized to receive and record this Release with the same authority as if the Lender would have recorded the Release itself.

THIS TERMINATION AND PARTIAL RELEASE OF TRADEMARK SECURITY AGREEMENT SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE COMMONWEALTH OF MASSACHUSETTS, WITHOUT REGARD TO PRINCIPLES OF CONFLICTS OF LAWS THEREOF.

IN WITNESS WHEREOF, Lender has executed this Termination and Release of Trademark Security Interest as of the Effective Date.

Lender:

Cambridge Trust Company

By: 

Name: Stephen Caputo

Title: SVP - Sr. Director of C&I