

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM828548

| | | | |
|---|-------------------------------------|-----------------------|------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | RELEASE OF SECURITY INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Pinnacle Bank | | 07/31/2023 | Corporation: TENNESSEE |
| RECEIVING PARTY DATA | | | |
| Name: | ENDEAVOR BUSINESS MEDIA, LLC | | |
| Street Address: | 30 BURTON HILLS BOULEVARD | | |
| Internal Address: | SUITE 185 | | |
| City: | NASHVILLE | | |
| State/Country: | TENNESSEE | | |
| Postal Code: | 37215 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2485020 | MSW MANAGEMENT | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 6152446804 | | |
| <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: | 615-850-8483 | | |
| Email: | sarah.wills@hkllaw.com | | |
| Correspondent Name: | Jonah Price | | |
| Address Line 1: | c/o Holland & Knight LLP | | |
| Address Line 2: | 511 Union Street, Suite 2700 | | |
| Address Line 4: | Nashville, TENNESSEE 37219 | | |
| ATTORNEY DOCKET NUMBER: | 821644.31070 | | |
| NAME OF SUBMITTER: | Jonah Price | | |
| SIGNATURE: | /JONAH PRICE/ | | |
| DATE SIGNED: | 08/01/2023 | | |
| Total Attachments: 5 | | | |
| source=Trademark Release (MSW Mgt) Pinnacle vF 7.31.23 - fully signed#page1.tif | | | |
| source=Trademark Release (MSW Mgt) Pinnacle vF 7.31.23 - fully signed#page2.tif | | | |
| source=Trademark Release (MSW Mgt) Pinnacle vF 7.31.23 - fully signed#page3.tif | | | |

OP \$40.00 2485020

source=Trademark Release (MSW Mgt) Pinnacle vF 7.31.23 - fully signed#page4.tif

source=Trademark Release (MSW Mgt) Pinnacle vF 7.31.23 - fully signed#page5.tif

RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS RELEASE OF SECURITY INTEREST IN TRADEMARKS (the "Release") is made on this 31st of July, 2023 by Pinnacle Bank (the "Collateral Agent") to Endeavor Business Media, LLC, a Delaware limited liability company (the "Grantor"), which is acknowledged and agreed upon by Endeavor Healthcare Media I, LLC, Endeavor Healthcare Media II, LLC, and Endeavor Events, LLC, each a Delaware limited liability company. Pursuant to that certain Trademark Security Agreement dated as of April 11, 2022 (the "Trademark Agreement") by and between the Collateral Agent and Grantor, Grantor granted to the Collateral Agent (for the benefit of itself and other financial institutions) a security interest in certain trademarks identified in Schedule I of the Trademark Agreement (collectively, the "Trademark Collateral"), as recorded at the United States Patent and Trademark Office ("USPTO") on April 15, 2022, at Reel 7747 and Frame 0101 by Grantor;

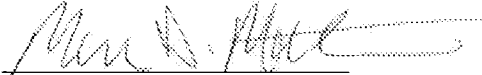
For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Collateral Agent hereby terminates and releases all of its liens and security interests in and to the trademark set forth on *Exhibit A* attached hereto (the "Released Collateral") and herein incorporated by reference, without any representation or warranty by, or recourse to, Collateral Agent.

This Release is intended to operate as a release of all liens and security interests conveyed by Grantor to Collateral Agent in the Released Collateral.

[signature page follows]

IN WITNESS WHEREOF, the parties have caused this Release to be duly executed as of the date first written above.

Pinnacle Bank

By: 
Name: Mark D. Mattson
Title: Senior Vice President

Endeavor Business Media, LLC

By: _____
Name: Chris Ferrell
Title: Chief Executive Officer

Acknowledged and agreed:

Endeavor Healthcare Media I, LLC

By: _____
Name: Chris Ferrell
Title: Chief Executive Officer

Endeavor Healthcare Media II, LLC

By: _____
Name: Chris Ferrell
Title: Chief Executive Officer

Endeavor Events, LLC

By: _____
Name: Chris Ferrell
Title: Chief Executive Officer

IN WITNESS WHEREOF, the parties have caused this Release to be duly executed as of the date first written above.

Pinnacle Bank

By: _____
Name: _____
Title: _____

Endeavor Business Media, LLC

By: CFR _____
Name: Chris Ferrell
Title: Chief Executive Officer

Acknowledged and agreed:

Endeavor Healthcare Media I, LLC

By: CFR _____
Name: Chris Ferrell
Title: Chief Executive Officer

Endeavor Healthcare Media II, LLC

By: CFR _____
Name: Chris Ferrell
Title: Chief Executive Officer

Endeavor Events, LLC

By: CFR _____
Name: Chris Ferrell
Title: Chief Executive Officer

Exhibit A

Trademark Registration

| Mark | Status | Application/Registration Number | Application/Registration Date |
|----------------|---------------|---|--|
| MSW MANAGEMENT | Registered | App 76-097,349 Reg 2,485,020 | App 25-JUL-2000 Reg 04-SEP-2001 |







Trademark Release (MSW Mgt)vF 7.31.23

Final Audit Report

2023-07-31

| | |
|-----------------|--|
| Created: | 2023-07-31 |
| By: | Tracy Kane (tkane@endeavorbusinessmedia.com) |
| Status: | Signed |
| Transaction ID: | CBJCHBCAABAAS1orEbfELddRGh9pHWPJHZizP_F9MWX |

"Trademark Release (MSW Mgt)vF 7.31.23" History

-  Document created by Tracy Kane (tkane@endeavorbusinessmedia.com)
2023-07-31 - 2:09:04 PM GMT- IP address: 68.53.104.247
-  Document emailed to cferrell@endeavorbusinessmedia.com for signature
2023-07-31 - 2:09:41 PM GMT
-  Email viewed by cferrell@endeavorbusinessmedia.com
2023-07-31 - 4:34:47 PM GMT- IP address: 104.28.97.26
-  Signer cferrell@endeavorbusinessmedia.com entered name at signing as Chris Ferrell
2023-07-31 - 4:35:16 PM GMT- IP address: 107.77.201.31
-  Document e-signed by Chris Ferrell (cferrell@endeavorbusinessmedia.com)
Signature Date: 2023-07-31 - 4:35:18 PM GMT - Time Source: server- IP address: 107.77.201.31
-  Agreement completed.
2023-07-31 - 4:35:18 PM GMT