

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM836551

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bank of America, N.A.		07/21/2023	National Banking Association:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Acosta Inc.		
<b>Street Address:</b>	6600 Corporate Center Parkway		
<b>City:</b>	Jacksonville		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	32216		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 24</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	90159752	ACOSTA	
<b>Serial Number:</b>	90159754		
<b>Registration Number:</b>	2018943	ACOSTA	
<b>Registration Number:</b>	4759375	ACOSTA	
<b>Registration Number:</b>	4832263	ACOSTA MOSAIC GROUP	
<b>Registration Number:</b>	4577084	DECONSTRUCTION	
<b>Registration Number:</b>	4565719	DESIGNED TO DRIVE PURCHASE	
<b>Registration Number:</b>	4593880	HUNTER STRAKER	
<b>Registration Number:</b>	2797784	INFOLYNC	
<b>Registration Number:</b>	4642722	PURCHASE DESIGN	
<b>Registration Number:</b>	4813576	SS SHOPPERSOLUTIONS TURNING INTERACTIONS	
<b>Registration Number:</b>	4813575	SHOPPERSOLUTIONS	
<b>Registration Number:</b>	4153906	THE WHY? BEHIND THE BUY	
<b>Registration Number:</b>	4782804	THE WHY? BEHIND THE DINE	
<b>Registration Number:</b>	4721707	THE WHY? BEHIND THE DINE	
<b>Registration Number:</b>	5037512	THE WHY? BEHIND THE DINE	
<b>Registration Number:</b>	4334536	TRUSTED BRANDS TRUST US	
<b>Registration Number:</b>	4334531	TRUSTED BRANDS TRUST US	
<b>Registration Number:</b>	4642723	NORTH AMERICA'S ONLY PURCHASE DESIGN AGE	

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Property Type	Number	Word Mark
Registration Number:	4579770	PROMO DEPOT
Registration Number:	4579721	PROMO DEPOT
Registration Number:	4580181	PROMO DEPOT
Registration Number:	4580182	PROMO DEPOT
Registration Number:	4634406	PURCHASE INFLUENCE

**CORRESPONDENCE DATA**

**Fax Number:**

*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:** 8608742624  
**Email:** mnocera@winston.com  
**Correspondent Name:** Melissa Nocera  
**Address Line 1:** 200 Park Avenue  
**Address Line 2:** Winston & Strawn LLP  
**Address Line 4:** New York, NEW YORK 10166

<b>ATTORNEY DOCKET NUMBER:</b>	150022.00020
<b>NAME OF SUBMITTER:</b>	Melissa Nocera
<b>SIGNATURE:</b>	/Melissa Nocera/
<b>DATE SIGNED:</b>	09/01/2023

**Total Attachments: 12**

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## TRADEMARKS RECORDATION

To the Director of the U. S. Patent and Trademark Office:

As the underlying document, RELEASE OF SECURITY INTERESTS IN TRADEMARKS, releases several recorded security filings, we are enclosing this cover page noting the Security Agreement to which this release pertains, so as to meet the requirement that “All releases must be released as it was recorded as the Security Agreement.”

Specifically, this release filing pertains to the Trademark Security Agreement, dated as of February 9, 2021, executed by the following conveying party:

Acosta Inc.

in favor of Lender Bank of America, N.A., and recorded with the United States Patent and Trademark Office on February 10, 2021, at **Reel/Frame 7188/0334**,

granting a security interest to the following trademarks:

Serial Number: 90159752 ACOSTA  
Serial Number: 90159754  
Registration Number: 2018943 ACOSTA  
Registration Number: 4759375 ACOSTA  
Registration Number: 4832263 ACOSTA MOSAIC GROUP  
Registration Number: 4577084 DECONSTRUCTION  
Registration Number: 4565719 DESIGNED TO DRIVE PURCHASE  
Registration Number: 4593880 HUNTER STRAKER  
Registration Number: 2797784 INFOLYNC  
Registration Number: 4642722 PURCHASE DESIGN  
Registration Number: 4813576 SS SHOPPERSOLUTIONS TURNING INTERACTIONS  
Registration Number: 4813575 SHOPPERSOLUTIONS  
Registration Number: 4153906 THE WHY? BEHIND THE BUY  
Registration Number: 4782804 THE WHY? BEHIND THE DINE  
Registration Number: 4721707 THE WHY? BEHIND THE DINE  
Registration Number: 5037512 THE WHY? BEHIND THE DINE  
Registration Number: 4334536 TRUSTED BRANDS TRUST US  
Registration Number: 4334531 TRUSTED BRANDS TRUST US  
Registration Number: 4642723 NORTH AMERICA'S ONLY PURCHASE DESIGN AGE  
Registration Number: 4579770 PROMO DEPOT  
Registration Number: 4579721 PROMO DEPOT  
Registration Number: 4580181 PROMO DEPOT  
Registration Number: 4580182 PROMO DEPOT  
Registration Number: 4634406 PURCHASE INFLUENCE

The parties respectfully request that this RELEASE OF SECURITY INTERESTS IN TRADEMARKS be recorded to reflect the release of the Trademark Security Agreement recorded at **Reel/Frame 7188/0334**.

## **RELEASE OF SECURITY INTERESTS IN TRADEMARKS**

THIS RELEASE OF SECURITY INTERESTS IN TRADEMARKS ("Release") is made as of this 21st day of July, 2023, by BANK OF AMERICA, N.A. ("Lender"), in favor of Acosta Employee Holdco, LLC, a Delaware limited liability company ("Acosta Employee"), Impact Group, LLC, a Delaware limited liability company ("Impact"), Mosaic Parent Holdings Inc., a Delaware corporation ("Mosaic Parent"), Mosaic Sales Solutions Canada Operating Co., a Nova Scotia unlimited company ("Mosaic Canada"), Mosaic Sales Solutions US Operating Co., LLC, a Delaware limited liability company ("Mosaic US"), Acosta Inc., a Delaware corporation ("Acosta"), Premium Retail Services, LLC a Delaware limited liability company ("PRS"), The CORE Group, Inc., a Delaware corporation ("CORE"), International Bazaar, LLC, a Delaware limited liability company ("International Bazaar" and together with Acosta Employee, Impact, Mosaic Parent, Mosaic Canada, Mosaic US, Acosta, PRS, and CORE, the "Grantors" and each a "Grantor").

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, Lender hereby releases all liens and security interests granted by the Grantors in favor of Lender, including, but not limited to all right, title, and interest in, to, and under the Trademark Collateral (as defined in each Trademark Security Agreement, as defined below), and including, but not limited to, the trademarks listed on Schedule A attached hereto, together with the goodwill of the business symbolized thereby (collectively, the "Trademarks"), pursuant to (i) that certain Trademark Security Agreement, dated as of October 29, 2021, executed by CORE, International Bazaar, Acosta, Mosaic US, Acosta Employee and Impact in favor of Lender and recorded with the United States Patent and Trademark Office on November 2, 2021 at Reel/Frame 7481/0234 and Canadian Intellectual Property Office on December 15, 2021, (ii) that certain Trademark Security Agreement, dated as of February 9, 2021, executed by Mosaic Parent in favor of Lender and recorded with the United States Patent and Trademark Office on February 10, 2021 at Reel/Frame 7188/0353 and Canadian Intellectual Property Office on February 26, 2021, (iii) that certain Trademark Security Agreement, dated as of February 9, 2021, executed by Mosaic

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Trademark Release (Acosta Inc)\_(18623195)\_(NRFC Comments 07-14-23).DOCX

**TRADEMARK**  
**REEL: 008186 FRAME: 0699**

Canada in favor of Lender and recorded with the United States Patent and Trademark Office on February 10, 2021 at Reel/Frame 7188/0345 and Canadian Intellectual Property Office on June 11, 2021, (iv) that certain Trademark Security Agreement, dated as of March 25, 2022, executed by Acosta, Acosta Employee, Mosaic US and PRS in favor of Lender and filed with the United States Patent and Trademark Office, (v) that certain Trademark Security Agreement, dated as of February 9, 2021, executed by Acosta in favor of Lender and recorded with the United States Patent and Trademark Office on February 10, 2021 at Reel/Frame 7188/0334 and Canadian Intellectual Property Office on February 26, 2021, (vi) that certain Trademark Security Agreement, dated as of February 9, 2021, executed by Mosaic US in favor of Lender and recorded with the United States Patent and Trademark Office on February 10, 2021 at Reel/Frame 7188/0362 and Canadian Intellectual Property Office on December 15, 2021, ((i) through (iv) collectively the “Trademark Security Agreements”). The Lender hereby authorizes the Grantors, or the Grantors’ authorized representatives, to record this Release with the United States Patent and Trademark Office and Canadian Intellectual Property Office and/or any other applicable governmental office or agency. The Lender agrees to execute and deliver to the Grantors, at the Grantors’ expense, all other instruments and other documents as may be reasonably necessary or proper to release the security interest in the Trademark Collateral which had been granted under the Trademark Security Agreements. THIS RELEASE SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK.

[Signature Page Follows]

IN WITNESS WHEREOF, Lender has caused this Release to be executed by its authorized officer  
as of the date of this Release.

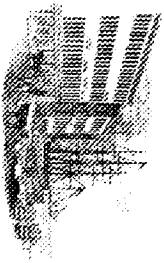
BANK OF AMERICA, N.A.




By:   
Name: Cheryl Swan  
Title: Senior Vice President

**SCHEDULE A**

Trademark Registrations/Applications

**United States Trademark Applications and Trademarks**

Trademark	Application Number	Filing Date	Registration Number	Registration Date	Owner
ACOSTA	74/717,148	8/17/95	2,018,943	11/26/96	Acosta, Inc.
ACOSTA	86/422,230	10/13/14	4,759,375	6/23/15	Acosta, Inc.
ACOSTA MOSAIC GROUP	85/903,064	4/12/13	4,832,263	10/13/15	Acosta, Inc.
CONTENTDER	87/649,860	10/18/17	5,578,520	10/9/18	Mosaic Sales Solutions US Operating Co., LLC
DESIGN ONLY	78649152	6/13/2005	3182894	12/12/2006	International Bazaar, LLC
					
DECONSTRUCTION	85/927,231	5/9/13	4,577,084	7/29/14	Acosta, Inc.
DESIGNED TO DRIVE PURCHASE	86/027,410	8/2/13	4,565,719	7/8/14	Acosta, Inc.
HUNTER STRAKER**	85/927,304	5/9/13	4,593,880	8/26/14	Acosta, Inc.

INFOLYNC	78/210,452	2/4/03	2,797,784	12/23/03	Acosta, Inc.
INTERNATIONAL BAZAAR and Design	78646435	6/8/2005	3,179,724	12/5/2006	International Bazaar, LLC
					
INTERNATIONAL BAZAAR and Design	75483126	5/11/1998	2,297,645	12/7/1999	International Bazaar, LLC
					
INTERNATIONAL BAZAAR	74256117	3/16/1992	1,751,428	2/9/1993	International Bazaar, LLC
INTERNATIONAL BAZAAR	73720114	4/1/1988	1,586,951	3/13/1990	International Bazaar, LLC
PURCHASE DESIGN	85/927,483	5/9/13	4,642,722	11/18/14	Acosta, Inc.
	86/138,635	12/9/13	4,813,576	9/15/15	Acosta, Inc.

Trademark Release (Acosta Inc)\_(18623195)\_(NRFCC Comments 07-14-23).DOCX

Trademark Release (Acosta

Inc)\_(18623195)\_(NRFCC Comments 07-

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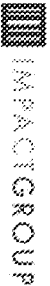
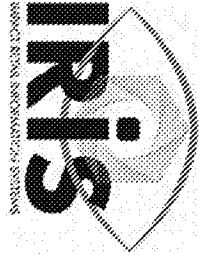
	86/138,502	12/9/13	4,813,575	9/15/15	Acosta, Inc.
THE WHY? BEHIND THE DINE	85/443,585	10/10/11	4,153,906	6/5/12	Acosta, Inc.
THE WHY? BEHIND THE DINE	86/184,949	2/5/14	4,782,804	7/28/15	Acosta, Inc.
THE WHY? BEHIND THE DINE	86/976,073	2/5/14	4,721,707	4/14/15	Acosta, Inc.
THE WHY? BEHIND THE DINE	86/641,921	5/27/15	5,037,512	9/6/16	Acosta, Inc.
TRUSTED BRANDS TRUST US	85/732,469	9/19/12	4,334,536	5/14/13	Acosta, Inc.
TRUSTED BRANDS TRUST US	85/732,435	9/19/12	4,334,531	5/14/13	Acosta, Inc.
MARKETING MIX PRIORITIZER	86/698,486	7/20/15	4,903,160	2/16/16	Mosaic Sales Solutions US Operating Co., LLC
MOSAIC	85/404,945	8/23/11	4,558,133	7/1/14	Mosaic Parent Holdings Inc.
 MOSAIC	85/405,108	8/23/11	4,558,134	7/1/14	Mosaic Parent Holdings Inc.
MOSAIC	86/557,963	3/9/15	5,906,008	11/12/19	Mosaic Parent Holdings Inc.
FRONTLINE MARKETING	75/243,650	2/18/97	2,174,552	7/21/98	Acosta Employee Holdco, LLC
FRONTLINE MARKETING @HOME	90/687,051	May 3, 2021	N/A	N/A	Acosta Employee Holdco, LLC
P and Design	97/038,084	September 21, 2021	N/A	N/A	Premium Retail Services, LLC

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PREMIUM (Stylized) 	97/038,076	September 21, 2021	N/A	N/A	N/A	Premium Retail Services, LLC
THE CORE GROUP (Stylized) 	N/A	N/A	121,285	6/29/2016	THE CORE GROUP, INC. (CA corp.)	
CATMANDO	N/A	N/A	68,968	11/1/2013	THE CORE GROUP, INC. (CA corp.)	
IMPACT GROUP and Design 	87437185	5/4/17	5,354,452	12/12/2017	IMPACT GROUP, LLC	
IRIS IMPACT RETAIL INFORMATION SYSTEMS and Design 	87813379	2/27/18	5,978,787	02/04/2020	IMPACT GROUP, LLC	
MAKING GLOBAL SIMPLE	87791411	2/9/18	5,574,661	10/02/2018	IMPACT GROUP, LLC	
CORE GROUP	74387225	5/3/1993	1,820,113	2/8/1994	CORE GROUP, INC.	

ACOSTA and design 	90159752	9/4/2020	6,598,918	12/21/2021	Acosta, Inc.
BRAND BUZZ	88751785	1/8/2020	6,165,882	9/29/2020	Premium Retail Services, LLC
BRANDBUZZ	88751789	1/8/2020	6,165,883	9/29/2020	Premium Retail Services, LLC
Design Only 	90159754	9/4/2020	6,584,684	12/7/2021	Acosta, Inc.
QTRAX	85722184	9/6/2012	4,427,728	11/5/2013	Premium Retail Services, LLC
MOSAIC WEST	N/A	N/A	WY 2006-000524179	10/24/2006	MOSAIC SALES SOLUTIONS US OPERATING CO.
AMG and design 	85/771776	11/5/2012	4,446,423	12/10/2013	Acosta, Inc.

Canada Registered Trademarks




Trademark	Application Number	Filing Date	Registration Number	Registration Date	Owner
"LAUNCH!"	1374498	December 4, 2007	TMAA739295	May 1, 2009	Mosaic Sales Solutions Canada Operating Co.
LAUNCH! Brand Marketing (Black Background) & Design	1272378	September 8, 2005	TMAA724653	September 29, 2008	Mosaic Sales Solutions Canada Operating Co.

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Trademark Release (Acosta

Inc)\_ (18623195)\_ (NRFCC Comments 07-

14-23).DOCX

Trademark	Application Number	Filing Date	Registration Number	Registration Date	Owner
					
LAUNCH! Brand Marketing (White Background) & Design	1272377	September 8, 2005	TMAA724654	September 29, 2008	Mosaic Sales Solutions Canada Operating Co.
** LAUNCH! BRAND MARKETING					
MOSAIC	1049968	March 9, 2000	TMAA614903	July 14, 2004	Mosaic Sales Solutions Canada Operating Co.
MOSAIC	1564182	February 15, 2012	TMAA918139	October 23, 2015	Mosaic Sales Solutions Canada Operating Co.
MOSAIC & Design	1564225	February 15, 2012	TMAA918096	October 23, 2015	Mosaic Sales Solutions Canada Operating Co.
 MOSAIC					
SHOPPER SOLUTIONS	1693161	September 10, 2014	TMAA939667	June 2, 2016	Mosaic Sales Solutions Canada Operating Co.
SHOPPER SOLUTIONS & Design	1693165	September 10, 2014	TMAA939656	June 2, 2016	Mosaic Sales Solutions Canada Operating Co.
					
DOOR UP	1564179	February 15, 2012	TMAA927214	January 26, 2016	Mosaic Parent Holdings, Inc.
CONTENDER	1894477	April 18, 2018	TMAA1107917	August 30, 2021	Mosaic Sales Solutions US Operating Co., LLC
EXPERIENCE EXTENDED	1564180	February 15, 2012	TMAA862453	October 10, 2013	Mosaic Parent Holdings, Inc.
LOCALSOCIAL	1564188	February 15, 2012	TMAA927213	January 26, 2016	Mosaic Parent Holdings, Inc.

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Trademark Release (Acosta

Inc)\_(18623195)\_(NRFCC Comments 07-

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Trademark	Application Number	Filing Date	Registration Number	Registration Date	Owner
PEOPLE AS MEDIA	1564181	February 15, 2012	TMA910495	August 6, 2015	Mosaic Parent Holdings, Inc.
DECONSTRUCTION	1629642	June 5, 2013	TMA933564	April 4, 2016	Acosta, Inc.
DESIGNED TO DRIVE PURCHASE	1640629	August 22, 2013	TMA927208	January 26, 2016	Acosta, Inc.
PURCHASE INFLUENCE	1631776	June 19, 2013	TMA941307	June 20, 2016	Acosta, Inc.
TRUSTED BRANDS TRUST US	1617977	March 12, 2013	TMA910515	August 6, 2015	Acosta, Inc.
HUNTER STRAKER**	1628001	May 23, 2013	TMA885349	September 8, 2014	Mosaic Sales Solutions Canada Operating Co.
NORTH AMERICA'S ONLY PURCHASE DESIGN AGENCY	1624643	April 29, 2013	TMA927217	January 26, 2016	Mosaic Sales Solutions Canada Operating Co.
PURCHASE DESIGN	1473452	March 17, 2010	TMA819899	March 14, 2012	Mosaic Sales Solutions Canada Operating Co.
TASTE OF BOMBAY	1319090	October 5, 2006	TMA799496	June 7, 2011	International Bazaar, LLC (formerly International Bazaar, Inc.)

**Applications for Canada Trademarks**

Trademark	Application Number	Filing Date	Status	Applicant
NEWFOUND	2048474	August 28, 2020	Formalized	Mosaic Sales Solutions Canada Operating Co.

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Inc)\_ (18623195)\_ (NRFC Comments 07-

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ON THE HOUSE	2044661	August 7, 2020	Application was assigned to an examining attorney on 2/5/21	Mosaic Sales Solutions Canada Operating Co.
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