

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM838023

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Espresso Capital Ltd.		02/16/2023	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	UPShow, Inc.		
Street Address:	100 West Kinzie Street		
Internal Address:	Suite 200		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60654		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5642312	MAKE THE WAIT GREAT	
Registration Number:	5907724	UPSHOW	
Registration Number:	5960598	TV BUILT FOR BRANDS.	
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:	650-463-5317		
Email:	dikegami@gunder.com		
Correspondent Name:	Douglas Ikegami		
Address Line 1:	550 Allerton Street		
Address Line 4:	Redwood City, CALIFORNIA 94063		
NAME OF SUBMITTER:	Douglas Ikegami		
SIGNATURE:	/s/ Douglas Ikegami		
DATE SIGNED:	09/08/2023		
Total Attachments: 2			
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OP \$90.00 5642312

RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST

This Release of Intellectual Property Security Interest (this "Release") is given effective as of February 16, 2023 by Espresso Capital Ltd. ("Espresso").

WHEREAS, pursuant to that certain Intellectual Property Security Agreement, dated as of June 24, 2021, executed by UPshow, Inc. ("Borrower") in favor of Espresso (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the "IP Security Agreement"), Borrower granted Espresso a Lien (as defined in the IP Security Agreement) on and security interest in, all of its right, title and interest in, to and under the following (the "Collateral"): (i) all its patents, trademarks and all intellectual property licenses providing for the grant by or to such Borrower of any right under any patent or trademark, including, without limitation, those referred to in Schedule A attached hereto, (ii) all renewals and extensions of the foregoing, (iii) all goodwill of the business connected with the use of, and symbolized by, each such patent or trademark, and (iv) all income, royalties, proceeds and liabilities at any time due or payable or asserted under and with respect to any of the foregoing, including, without limitation, all rights to sue and recover at law or in equity for any past, present and future infringement, misappropriation, dilution, violation or other impairment thereof;

WHEREAS, the IP Security Agreement was recorded with the patent or trademark, as applicable, division of the United States Patent and Trademark Office on July 7, 2021, at Reel/Frame: 7348/0954; and

WHEREAS, Espresso now desires to release the entirety of its security interest in the Collateral.

NOW, THEREFORE, intending to be legally bound hereby and in connection with the IP Security Agreement, Espresso hereby (i) releases the continuing security interest and continuing lien upon, and terminates its security interest in, to, and under, and all other rights, title and interest in, to, and under the Collateral, without any recourse, representation or warranty, (ii) terminates the IP Security Agreement, and (iii) re-assigns to Borrower, any right, title or interest Espresso may have in, to or under the Collateral, together with the goodwill of the business symbolized thereby, and hereby authorizes Borrower or Borrower's authorized representative or designee to record this Release with the United States Patent and Trademark Office as evidence of such release and termination.

IN WITNESS WHEREOF, Espresso duly executes this Release, which is effective as of the day and year first written above.

Espresso Capital Ltd.


By:

DocuSigned by:

Jyotin Handa

Jyotin Handa, Executive Director

**SCHEDULE A
TO RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST**

Owner	Trademark	Registration No.	Registration Date
UPshow, Inc.	MAKE THE WAIT GREAT (Word Mark, Int. Cl. 42)	5642312	01/01/2019
UPshow, Inc.	UPSHOW (Service Mark, Int. Cl. 42) 	5907724	11/12/2019
UPshow, Inc.	TV BUILT FOR BRANDS. (Word Mark, Int. Cl. 42)	5960598	01/14/2020