

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM857725

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ANTARES CAPITAL LP, as Administrative Agent		11/30/2023	Limited Partnership: DELAWARE
RECEIVING PARTY DATA			
Name:	Ansira Partners, Inc.		
Street Address:	2300 Locust Street		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63103		
Entity Type:	Corporation: DELAWARE		
Name:	Ansira Partners, LLC		
Street Address:	2300 Locust Street		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63103		
Entity Type:	Limited Liability Company: DELAWARE		
Name:	Square One Advertising, Inc.		
Street Address:	2300 Locust Street		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63103		
Entity Type:	Corporation: OREGON		
Name:	LBN Partners LLC		
Street Address:	2300 Locust Street		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63103		
Entity Type:	Limited Liability Company: DELAWARE		
Name:	DEFAKTO, LIMITED LIABILITY COMPANY		
Street Address:	2300 Locust Street		
City:	St. Louis		

OP \$465.00 3015488

State/Country:	MISSOURI
Postal Code:	63103
Entity Type:	Limited Liability Company: TEXAS
Name:	BrightWave Marketing, LLC
Street Address:	2300 Locust Street
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63103
Entity Type:	Limited Liability Company: GEORGIA
Name:	Sincro, LLC
Street Address:	2300 Locust Street
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63103
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 18

Property Type	Number	Word Mark
Registration Number:	3015488	MARKETSPY
Registration Number:	3236999	IQI
Registration Number:	4098824	ANSIRA
Registration Number:	4974475	ANSIRA
Registration Number:	3796888	MERCURY WERKS
Registration Number:	1365893	OPTIMAIL
Registration Number:	4992843	MARKETSPY
Serial Number:	87029624	ANSIRA EDGE TECHNOLOGY SUITE
Registration Number:	3252777	LOCAL BIZ NOW SEARCH MARKETING FOR THE L
Registration Number:	3251495	LOCALBIZNOW
Registration Number:	3968148	OUTCOME BASED BIDDING
Registration Number:	4621593	REPTONIX
Registration Number:	5355099	EIQ
Registration Number:	4514229	BRIGHTWAVE
Registration Number:	2923064	BRIGHTWAVE MARKETING
Registration Number:	5773398	LBN
Registration Number:	5844864	SQ1
Serial Number:	88310996	DE FAKTO

CORRESPONDENCE DATA

Fax Number: 3128637806

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: 3128637198
Email: nancy.brougher@goldbergkohn.com
Correspondent Name: Nancy J. Brougher, Paralegal
Address Line 1: c/o Goldberg Kohn Ltd.
Address Line 2: 55 East Monroe, Suite 3300
Address Line 4: CHICAGO, ILLINOIS 60603

ATTORNEY DOCKET NUMBER:	8574.001
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NAME OF SUBMITTER:	Nancy Brougher
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SIGNATURE:	/njb/
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DATE SIGNED:	12/01/2023
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Total Attachments: 7

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RELEASE OF SECURITY INTEREST IN PATENT AND TRADEMARK COLLATERAL

This RELEASE OF SECURITY INTEREST IN PATENT AND TRADEMARK COLLATERAL, dated as of November 30, 2023 (this “Release”), is made by ANTARES CAPITAL LP, as administrative agent for the Secured Parties (as defined in the Credit Agreement (as defined below)) (in such capacity and together with its successors and assigns, the “Administrative Agent”), in favor of EACH ENTITY LISTED ON SCHEDULE I HERETO (each, a “Grantor” and collectively, the “Grantors”). Capitalized terms used in this Release and not otherwise defined herein have the meanings specified in the Security Agreement (as defined herein) or the Intellectual Property Security Agreements (as defined herein), as applicable.

WITNESSETH

WHEREAS, *inter alios*, Grantors are party to (i) that certain Credit Agreement, dated as of December 20, 2016 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time prior to the date hereof, the “Credit Agreement”), by and among Blue Star Intermediate, Inc., a Delaware corporation (“Holdings”), Ansira Holdings, Inc., a Delaware corporation (the “Borrower”), and the Administrative Agent and (ii) that certain Pledge and Security Agreement, dated as of December 20, 2016 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time prior to the date hereof, the “Security Agreement”), by and among Holdings, the Borrower and the Administrative Agent;

WHEREAS, pursuant to the Security Agreement, Grantors, as applicable, executed the intellectual property security agreements described on Schedule II attached hereto (collectively, the “Intellectual Property Security Agreements”), pursuant to which such Grantors, as applicable, pledged, mortgaged, transferred and granted to the Administrative Agent, its successors and permitted assigns, on behalf of and for the ratable benefit of the Secured Parties, a continuing security interest in all of their respective right, title or interest in, to or under the IP Collateral or the Additional IP Collateral (each as defined in the applicable Intellectual Property Security Agreement), as applicable, including certain Trademark registrations and registration applications and Patent registrations and pending applications in the United States Patent and Trademark Office (the “USPTO”); and


WHEREAS, the Grantors have requested that the Administrative Agent release its security interest in all right, title and interest in and to the IP Collateral and Additional IP Collateral consisting of certain Trademark registrations and registration applications and Patent registrations and pending applications in the USPTO.

NOW, THEREFORE, in consideration of the foregoing, the Administrative Agent hereby DISCHARGES, TERMINATES and RELEASES, without recourse, representation or warranty, its security interest in all right, title and interest in and to the IP Collateral and the Additional IP Collateral, including Trademark registrations and registration applications in the USPTO set forth in Schedule III attached hereto (the “Released Trademarks”) and the Patent registrations and pending applications in the USPTO set forth in Schedule IV attached hereto (the “Released Patents”) and, together with the Released Trademarks, the “Released Intellectual Property Collateral”) as each such schedule is incorporated herein by reference, and agrees that the security interest in the Released Intellectual Property Collateral is hereby discharged, terminated and released. The undersigned hereby transfers and assigns to each Grantor, as applicable, without recourse, representation or warranty, any and all right, title and interest that the Administrative Agent may have obtained in, to and under the Released Intellectual Property Collateral pursuant to the Security Agreement and the Intellectual Property Security Agreements.

[Signature page follows]

IN WITNESS WHEREOF, the undersigned has executed this Release by its duly authorized officer as of the date first above written.

ANTARES CAPITAL LP, as Administrative Agent



By: _____

Name: Ellen Weaver

Title: Authorized Signatory

SCHEDULE I

Grantors:

- Ansira Partners, Inc.
- Ansira Partners, LLC
- Square One Advertising, Inc.
- LBN Partners LLC
- DEFAKTO, LIMITED LIABILITY COMPANY
- BrightWave Marketing, LLC
- Sincro, LLC

SCHEDULE II

Intellectual Property Security Agreements

1. Intellectual Property Security Agreement, dated as of December 20, 2016, by and among Ansira Partners, Inc. Ansira Partners, LLC and Square One Advertising, Inc. in favor of Antares Capital LP, as Administrative Agent, and recorded with the USPTO at Reel/Frame Nos. 5940/0523, 5940/0531, 5940/0279 on December 20, 2016.
2. Intellectual Property Security Agreement, dated as of October 6, 2017, by LBN Partners LLC in favor of Antares Capital LP, as Administrative Agent, recorded with the USPTO at Reel/Frame No. 6177/0466 on October 6, 2017.
3. Intellectual Property Security Agreement, dated as of January 4, 2019, by DEFAKTO, LIMITED LIABILITY COMPANY in favor of Antares Capital LP, as Administrative Agent, recorded with the USPTO at Reel/Frame No. 48025/0662 on January 8, 2019.
4. Intellectual Property Security Agreement, dated as of August 28, 2019, by BrightWave Marketing, LLC in favor of Antares Capital LP, as Administrative Agent, and recorded with the USPTO at Reel/Frame No. 6731/0972 on August 28, 2019.
5. Intellectual Property Security Agreement Supplement, dated as of March 12, 2020, by and among Ansira Partners, Inc., Brand Protection Agency, LLC, DEFAKTO, LIMITED LIABILITY COMPANY, LBN Partners LLC and Square One Advertising, Inc. in favor of Antares Capital LP, as Administrative Agent, recorded with the USPTO at Reel/Frame Nos. 6890/0469, 6890/0477, 6890/0484, and 6890/0501 on March 16, 2020.
6. Intellectual Property Security Agreement, dated as of April 21, 2020, by Sincro, LLC, in favor of Antares Capital LP, as Administrative Agent, and recorded with the USPTO at Reel/Frame No. 52472/0634 on April 22, 2020.

SCHEDULE III

TRADEMARKS

Security interest recorded at Reel/Frame Nos. 5940/0523, 5940/0531, 5940/0279

TRADEMARKS

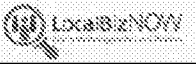
REGISTERED OWNER	REGISTRATION NUMBER / DATE	TRADEMARK
Ansira Partners, Inc.	78/483504 09/14/2004 3013488 11/15/2005	MARKETSPY
Ansira Partners, Inc.	78/914269 06/22/2006 3236999 05/01/2007	IQI
Ansira Partners, Inc.	85/360309 06/30/2011 4098824 02/14/2012	ANSIRA
Ansira Partners, Inc.	86/565672 03/16/2015 4974475 06/07/2016	ANSIRA
Square One Advertising, Inc.	77/660424 01/30/2009 3796888 06/01/2010	Mercury Works
Ansira Partners, LLC	73/518350 01/22/1995 1365893 10/15/1985	OPTIMAIL
Ansira Partners, Inc.	86/815395 11/10/2015 4992843 07/05/2016	MARKETSPY

TRADEMARK APPLICATIONS

APPLICANT	APPLICATION NO. / DATE	TRADEMARK
Ansira Partners, Inc.	87029624/ 05/09/2016	ANSIRA EDGE TECHNOLOGY SUITE

Security interest recorded at Reel/Frame No. 6177/0466

TRADEMARK REGISTRATIONS

Mark	International Classes)	Application No Filing Date	Registration No Registration Date
	35	77911790 02-OCT-2006	3252777 19-JUN-2007
LOCALBIZNOW	35	78932494 19-JUL-2006	3251495 12-JUN-2007
OUTCOME BASED BIDDING	35	85211948 06-JAN-2011	3968148 24-MAY-2011
REPTONIX	35	85655115 19-JUN-2012	4621593 14-OCT-2014

Security interest recorded at Reel/Frame No. 6731/0972

TRADEMARKS

REGISTERED OWNER	REGISTRATION NUMBER	TRADEMARK
BrightWave Marketing, LLC	5,355,099	EIQ
BrightWave Marketing, LLC	4,514,229	BRIGHTWAVE
BrightWave Marketing, LLC	2,923,064	BRIGHTWAVE MARKETING

Security interest recorded at Reel/Frame Nos. 6890/0469, 6890/0477, 6890/0484, 6890/0501¹

TRADEMARKS

REGISTERED OWNER	REGISTRATION NUMBER	TRADEMARK
LBN Partners LLC	5773398	LBN
Square One Advertising, Inc.	5844864	SQ1
Brand Protection Agency, LLC	5844863	BPA

TRADEMARK APPLICATIONS

APPLICANT	APPLICATION NO.	TRADEMARK
Defakto, Limited Liability Company	88310996	DE FAKTO

TRADEMARKS

REGISTERED OWNER	REGISTRATION NUMBER	TRADEMARK
Sincro, LLC	786144	COBALT

¹ The security interest against Brand Protection Agency, LLC Trademark 5844863 "BPA" was previously released, as recorded on December 31, 2021 at Real/Frame 7547/0153.
US-DOCS\146229172.1

SCHEDULE IV

PATENTS

Security interest recorded at Reel/Frame No. 48025/0662

PATENT APPLICATIONS

APPLICANT	APPLICATION NO.	TITLE
DEFAKTO, LIMITED LIABILITY COMPANY	15/936,072	A DEVELOPMENT, TESTING, AND OPTIMIZATION TOOL FOR USE ON A WEBSITE

Security interest recorded at Reel/Frame No. 52472/0634

REGISTERED OWNER	SERIAL NUMBER	DESCRIPTION
Sincro, LLC	US20120209714A1	Systems and methods for providing targeting advertising (pending application)
Sincro, LLC	US20180285925A1	Resource Optimization Using Audience Segmentation Data (pending application)
Sincro, LLC	2018-0285901	Experience Optimization using Audience Segmentation Data (pending application)
Sincro, LLC	US10326858B2	System and method for dynamically generating personalized websites
Sincro, LLC	US7386786B2	Method and apparatus for processing a dynamic webpage
Sincro, LLC	US7062506B2	Staged publication and management of dynamic webpages
Sincro, LLC	US8271547	Staged publication and management of dynamic webpages
Sincro, LLC	US7870253B2	Systems and methods for aggregating user profile information in a network for affiliated websites
Sincro, LLC	US8438310B2	Systems and methods for configuring a website having a plurality of operational modes
Sincro, LLC	US8051159B2	Systems and methods for configuring a network of affiliated websites
Sincro, LLC	US7039704B2	Business platform with networked, association-based business entity access management and active content website configuration
Sincro, LLC	US7861309	Business platform with networked, association-based business entity access management and active content website configuration