

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

Assignment ID: TM158590

<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>
CrossFirst Bank		09/29/2023	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Company Name:</b>	Barkley, LLC		
<b>Street Address:</b>	1010 Walnut Street		
<b>Internal Address:</b>	Suite 500		
<b>City:</b>	Kansas City		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	64106		
<b>Entity Type:</b>	Limited Liability Company: MISSOURI		
<b>PROPERTY NUMBERS Total: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4780890	BRAND LOVE	
<b>Registration Number:</b>	4852941	MARKETING TO MILLENNIALS	
<b>Registration Number:</b>	5922981	MARKETING TO GEN Z	
<b>Registration Number:</b>	5783577	YOUTH MINDSET	
<b>Registration Number:</b>	5916069	OLD SOULS IN YOUNG BODIES	
<b>Registration Number:</b>	4780891	MILLENNIAL MINDSET	
<b>Registration Number:</b>	4814756	CONTENT EXCELLENCE	
<b>Registration Number:</b>	4764385	USEFUL IS THE NEW COOL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	8164605814		
<b>Email:</b>	ulrike.malekyar@lathrogpm.com		
<b>Correspondent Name:</b>	Ulrike Malekyar		
<b>Address Line 1:</b>	2345 Grand Blvd		
<b>Address Line 2:</b>	Suite 2200		
<b>Address Line 4:</b>	Kansas City, MISSOURI 64108		
<b>NAME OF SUBMITTER:</b>	Ulrike Malekyar		

OP \$215.00.00 86450548

<b>SIGNATURE:</b>	Ulrike Malekyar
<b>DATE SIGNED:</b>	02/28/2024
<b>Total Attachments: 3</b> source=Project Bluebird - EXECUTED Termination and Release of Trademark Security Agreement (CrossFirst - Futurecast) (1)#page1.tif source=Project Bluebird - EXECUTED Termination and Release of Trademark Security Agreement (CrossFirst - Futurecast) (1)#page2.tif source=Project Bluebird - EXECUTED Termination and Release of Trademark Security Agreement (CrossFirst - Futurecast) (1)#page3.tif	

## TERMINATION AND RELEASE OF TRADEMARK SECURITY AGREEMENT

This TERMINATION AND RELEASE OF TRADEMARK SECURITY AGREEMENT (“Termination”), is dated as of September 29, 2023, and made by CrossFirst Bank (“Assignee”), in favor of FutureCast, LLC, a Missouri limited liability company, and its successors and assigns, including, without limitation, Barkley, LLC, a Missouri limited liability company (formerly known as Barkley, Inc., a Missouri corporation) (“Assignor”).

WHEREAS, pursuant to that certain Loan and Security Agreement dated as of August 30, 2019 (as amended, restated, supplemented or otherwise modified from time to time, the “Security Agreement”), made by the Assignor in favor of the Assignee, the Assignor granted a security interest to the Assignee in certain collateral, including the Assignor’s trademarks set forth in Schedule A (the “Trademarks”);

WHEREAS, in connection with the Security Agreement, the Assignee and Assignor entered into that certain Notice of Intellectual Property Security Interest dated as of August 30, 2019 (the “Trademark Security Notice”), which such Trademark Security Notice was recorded at the United States Patent and Trademark Office on September 6, 2019 at Reel/Frame 6737/0799; and

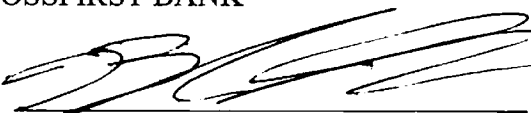
WHEREAS, the Assignee now desires to terminate and release the Security Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the Assignee hereby terminates the Security Agreement and Trademark Security Notice and terminates, releases and discharges its lien on and security interest in the Trademarks and reassigns to the person or persons legally entitled thereto all right, title and interest of Assignee in the Trademarks. The Assignee authorizes the recordation of this Termination with the United States Patent and Trademark Office.

[Signature Page follows]

**IN WITNESS WHEREOF**, the Assignee has caused this Termination to be executed by its duly authorized officer as of the date first written above.

CROSSFIRST BANK

By: 

Name: Brandon Holle

Title: Director

*[Signature Page to Termination and Release of Trademark Security Agreement]*

**TRADEMARK  
REEL: 008356 FRAME: 0562**

SCHEDULE A  
TRADEMARKS

Mark	Registration No.	Date of Registration
BRAND LOVE	4,780,890	07/28/2015
MARKETING TO MILLENNIALS	4,852,941	11/10/2015
MARKETING TO GEN Z	5,922,981	11/26/2019
YOUTH MINDSET	5,783,577	06/18/2019
OLD SOULS IN YOUNG BODIES	5,916,069	11/19/2019
MILLENAL MINDSET	4,780,891	07/28/2015
CONTENT EXCELLENCE	4,814,756	09/15/2015
USEFUL IS THE NEW COOL	4,764,385	06/30/2015