

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI108559

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	Partial Release of Amended and Restated Intellectual Property Security Agreement		
RESUBMIT DOCUMENT ID:	900841492		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Second Avenue Capital Partners LLC, as collateral agent		03/15/2024	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Company Name:	Trendalytics Innovation Labs, Inc.		
Street Address:	10951 W. Pico Boulevard		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5349933	TRENDALYTICS	
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:	8004945225		
Email:	ipteam@cogencyglobal.com		
Correspondent Name:	Jay daSilva		
Address Line 1:	1025 Connecticut Avenue NW		
Address Line 2:	Suite 712		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	2301705 TM		
NAME OF SUBMITTER:	Andrew Hackett		
SIGNATURE:	Andrew Hackett		
DATE SIGNED:	03/20/2024		
Total Attachments: 2			

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PARTIAL RELEASE OF AMENDED AND RESTATED**INTELLECTUAL PROPERTY SECURITY AGREEMENT**

This PARTIAL RELEASE OF AMENDED AND RESTATED INTELLECTUAL PROPERTY SECURITY AGREEMENT, dated as of March 15, 2024, is made by Second Avenue Capital Partners LLC, as collateral agent (“**Agent**”), in favor of Trendalytics Innovation Labs, Inc., a Delaware corporation (the “**Released Grantor**”). Capitalized terms used but not otherwise defined herein shall have the meanings ascribed to them in the IP Security Agreement (as defined below).

WHEREAS, reference is made to that certain Amended and Restated Intellectual Property Security Agreement, dated as of February 2, 2023 (as amended, restated, supplemented or otherwise modified and in effect from time to time, the “**IP Security Agreement**”), by and among (i) HatchBeauty Brands, LLC, HatchBeauty Agency, LLC, Luc & Coco LLC, and Hatch Beauty Products, LLC (collectively, the “**Continuing Grantors**”), (ii) the Released Grantor, and (iii) the Agent and recorded in the United States Patent and Trademark Office at Reel 7960, Frame 0590 on February 3, 2023;

WHEREAS, pursuant to the IP Security Agreement, the Released Grantor granted a lien on and security interest in all of the Released Grantor’s right, title and interest in, to and under all of the Trademarks referred to on Schedule A (the “**Released Trademarks**”), including, among other things, all common-law rights related thereto, whether then owned or existing or at any time thereafter acquired or arising and wherever located (together with the Released Trademarks, the “**Released Collateral**”) to secure the prompt payment, performance and observance of the Obligations;

WHEREAS, contemporaneously herewith, the Released Grantor is being released from its obligations under the Security Agreement and the IP Security Agreement, and in connection therewith, the Released Grantor has requested that the Agent release, discharge fully and reassign to the Released Grantor its interest in the Released Grantor Trademark.


NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, the Agent hereby agrees as follows:

1. The Grantee, without any representation and warranty and without any recourse, releases, relinquishes and discharges its continuing security interest, and any other interest of any kind, in the Released Collateral. For the avoidance of doubt, upon the effective time hereof, the Released Trademarks shall no longer constitute “Trademarks” within the meaning of the IP Security Agreement.

2. Except for the release of the Released Grantor and Agent’s lien on the Released Collateral as expressly set forth herein, all terms and provisions of the IP Security Agreement shall remain in full force and effect and with respect to the Continuing Grantors. Nothing contained herein shall otherwise in any way impair the validity or enforceability of the IP Security Agreement, or alter, waive, annul, vary, affect, or impair any provisions, conditions, or covenants therein or any rights, powers, or remedies granted therein. Any lien and/or security interest granted pursuant to the Security Agreement or the IP Security Agreement shall remain unchanged and in full force and effect except as specifically released hereby and shall continue to secure the payment and performance of all of the Obligations.

IN WITNESS WHEREOF, the undersigned has caused this Partial Release of Amended and Restated Intellectual Property Security Agreement to be duly executed and delivered as of the date first above written.

SECOND AVENUE CAPITAL PARTNERS LLC

By: 
Name: MARK E. GALLIVAN
Title: MANAGING DIRECTOR

[Signature Page to Partial Release of IP Security Agreement]