

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM540949

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST IN UNITED STATES TRADEMARKS		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
MANUFACTURERS AND TRADERS TRUST COMPANY		09/13/2019	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SIMPLICITY FINANCIAL MARKETING HOLDINGS INC. (f/k/a Futurity First Financial Corporation)		
<b>Street Address:</b>	86 Summit Avenue, Suite 303		
<b>City:</b>	Summit		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07901		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>Name:</b>	SIMPLICITY LIFE INC. (f/k/a Imeriti, Inc.)		
<b>Street Address:</b>	4134 Deegan Court, Suite 300		
<b>City:</b>	Monticello		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55362		
<b>Entity Type:</b>	Corporation: MINNESOTA		
<b>Name:</b>	INSURMARK, INC.		
<b>Street Address:</b>	820 Gessner, Suite 970		
<b>City:</b>	Houston		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	77024		
<b>Entity Type:</b>	Corporation: TEXAS		
<b>Name:</b>	SIMPLICITY FINANCIAL DISTRIBUTORS INC. (f/k/a M3 Financial, Inc.)		
<b>Street Address:</b>	190 Trumbull Street, Suite 301		
<b>City:</b>	Hartford		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06103		
<b>Entity Type:</b>	Corporation: CONNECTICUT		
<b>PROPERTY NUMBERS Total: 15</b>			

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Property Type	Number	Word Mark
Registration Number:	4383785	SIMPLICITY BLUEPRINT
Registration Number:	4492383	RETHINK RETIREMENT
Registration Number:	2645474	INSURMARK
Registration Number:	4614703	BRIGHT OWL INVESTMENT ADVISORS
Registration Number:	4614704	BRIGHT OWL INVESTMENT ADVISORS
Registration Number:	4015494	THE BIG EVENT
Registration Number:	3275207	BIZBUCKS
Registration Number:	2652888	ANNUITYBIZ.COM
Serial Number:	87340186	ADO-ADVISOR DEVELOPMENT ORGANIZATION
Serial Number:	87429883	FADO-FINANCIAL ADVISORS DEVELOPMENT ORGA
Serial Number:	87789667	ADVISOR DEVELOPMENT ORGANIZATION
Serial Number:	87785908	ADO
Serial Number:	87760323	BUILD A BETTER LIFE
Serial Number:	87789893	FADO
Serial Number:	87790629	FINANCIAL ADVISOR DEVELOPMENT ORGANIZATI

**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:** 2123186532  
**Email:** alanagramer@paulhastings.com  
**Correspondent Name:** ALANA GRAMER  
**Address Line 1:** C/O PAUL HASTINGS LLP  
**Address Line 2:** 200 Park Avenue  
**Address Line 4:** NEW YORK, NEW YORK 10166

<b>NAME OF SUBMITTER:</b>	ALANA GRAMER
<b>SIGNATURE:</b>	/s/ AG
<b>DATE SIGNED:</b>	09/16/2019

**Total Attachments: 5**  
source=THL\_Simplicity - Release of Security Interest in US Trademarks (Simplicity\_M3\_InsurMark)(144173304\_1)#page1.tif  
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**RELEASE OF SECURITY INTEREST IN  
UNITED STATES TRADEMARKS**

THIS RELEASE OF SECURITY INTEREST IN UNITED STATES TRADEMARKS is effective this 13<sup>th</sup> day of September 2019, by and between SIMPLICITY FINANCIAL MARKETING HOLDINGS INC. (f/k/a Futurity First Financial Corporation), a Delaware corporation (“Borrower”), SIMPLICITY LIFE INC. (f/k/a Imeriti, Inc.), a Minnesota corporation (“SLI”), INSURMARK, INC., a Texas corporation (“IM”), and SIMPLICITY FINANCIAL DISTRIBUTORS INC. (f/k/a M3 Financial, Inc.), a Connecticut corporation (“M3” and, together with Borrower, IM, SLI, each other Additional Grantor (as that term is defined in the Security Agreement defined below) and their respective successors and assigns, collectively, “Grantors”), and MANUFACTURERS AND TRADERS TRUST COMPANY, in its capacity as Administrative Agent (the “**Lender**”).

WHEREAS, the Grantors entered into an Intellectual Property Collateral Agreement with the Lender, dated March 19, 2018 (the “**Security Agreement**”);

WHEREAS, pursuant to said Security Agreement, the Grantors granted the Lender a security interest in all right, title, and interest to the Intellectual Property (as defined in the Security Agreement), including, without limitation, the trademarks listed at **Schedule A** (collectively, the “**Marks**”), among other collateral;

WHEREAS, the Security Agreement was recorded in the United States Patent and Trademark Office on March 20, 2018 at Reel 6295, Frame 0083; and


WHEREAS, the Lender desires to release, terminate, and reassign to Grantors its security interest in and to the Marks pledged pursuant to the Security Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Lender hereby releases and terminates its security interest in and to the Marks and reassigns any and all interests it may have in such Marks to the Grantors.

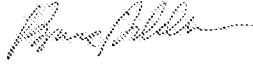
[Signature page follows]

IN WITNESS WHEREOF, the parties have caused this RELEASE OF SECURITY INTEREST IN UNITED STATES TRADEMARKS to be executed by its duly authorized officer as of the date and the year above written.

**SIMPLICITY FINANCIAL  
MARKETING HOLDINGS, INC.**

By:   
Name: Bruce Donaldson  
Title: Chief Executive Officer

**SIMPLICITY LIFE INC.**

By:   
Name: Bruce Donaldson  
Title: Chief Executive Officer

**INSURMARK, INC.**

By:   
Name: Bruce Donaldson  
Title: Chief Executive Officer

**SIMPLICITY FINANCIAL  
DISTRIBUTORS INC.**

By:   
Name: Bruce Donaldson  
Title: Chief Executive Officer

**MANUFACTURERS AND TRADERS  
TRUST COMPANY, in its capacity as  
Administrative Agent**

\_\_\_\_\_  
By:  
Name: John Parisio, Jr.  
Title: Vice President

[Signature Page to Release of Security Interest in United States Trademarks]

IN WITNESS WHEREOF, the parties have caused this RELEASE OF SECURITY INTEREST IN UNITED STATES TRADEMARKS to be executed by its duly authorized officer as of the date and the year above written.

**SIMPLICITY FINANCIAL  
MARKETING HOLDINGS, INC.**

By: \_\_\_\_\_  
Name:  
Title:

**SIMPLICITY LIFE INC.**

By: \_\_\_\_\_  
Name:  
Title:


**INSURMARK, INC.**

By: \_\_\_\_\_  
Name:  
Title:

**SIMPLICITY FINANCIAL  
DISTRIBUTORS INC.**

By: \_\_\_\_\_  
Name:  
Title:

**MANUFACTURERS AND TRADERS  
TRUST COMPANY, in its capacity as  
Administrative Agent**

By:   
Name: John Parisio, Jr.  
Title: Vice President

[Signature Page to Release of Security Interest in United States Trademarks]

**Schedule A - United States Trademarks**

**Simplicity Financial Marketing Holdings Inc. (f/k/a Futurity First Financial Corporation)**

Mark	Registration Number	Registration Date
SIMPLICITY BLUEPRINT	4383785	January 4, 2013

**M3 Financial, Inc.**

Mark	Registration Number	Registration Date
RETHINK RETIREMENT	4492383	January 29, 2013

**InsurMark, Inc.**

**Registered Marks**

Mark	Registration Number	Registration Date
INSURMARK	2645474	November 5, 2002
BRIGHT OWL INVESTMENT ADVISORS	4614703	September 30, 2014
BRIGHT OWL INVESTMENT ADVISORS	4614704	September 30, 2014
THE BIG EVENT	4015494	August 23, 2011
BIZBUCKS	3275207	August 7, 2007
ANNUITYBIZ.COM	2652888	November 19, 2002

**Pending Applications**

Mark	Serial Number	Filing Date
ADO-ADVISOR DEVELOPMENT ORGANIZATION	87340186	September 12, 2017
FADO-FINANCIAL ADVISOR DEVELOPMENT ORGANIZATION	87429883	September 19, 2017

ADVISOR DEVELOPMENT ORGANIZATION	87789667	February 8, 2018
ADO	87785908	February 6, 2018
BUILD A BETTER LIFE	87760323	January 18, 2018
FADO	87789893	February 8, 2018
FINANCIAL ADVISOR DEVELOPMENT ORGANIZATION	87790629	February 8, 2018