

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM540952

<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>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4099008	ASSETLOCK	
<b>Registration Number:</b>	4735017	A	
<b>Registration Number:</b>	5247175	ASSETLOCK EQUIPPED ADVISOR	
<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>	2123186532		
<b>Email:</b>	alanagramer@paulhastings.com		
<b>Correspondent Name:</b>	ALANA GRAMER		
<b>Address Line 1:</b>	C/O PAUL HASTINGS LLP		
<b>Address Line 2:</b>	200 Park Avenue		
<b>Address Line 4:</b>	NEW YORK, NEW YORK 10166		
<b>NAME OF SUBMITTER:</b>	ALANA GRAMER		
<b>SIGNATURE:</b>	/s/ AG		
<b>DATE SIGNED:</b>	09/16/2019		
<b>Total Attachments: 4</b>			

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**RELEASE OF SECURITY INTEREST IN**  
**UNITED STATES TRADEMARKS**

THIS RELEASE OF SECURITY INTEREST IN UNITED STATES TRADEMARKS is effective this 13th day of September 2019, by and between Simplicity Financial Marketing Holdings Inc. (f/k/a Futurity First Financial Corporation), (together with its successors and permitted assigns, the “**Grantor**”).and MANUFACTURERS AND TRADERS TRUST COMPANY, in its capacity as Administrative Agent (the “**Lender**”).

WHEREAS, Grantor entered into a Trademark Security Agreement with the Lender, dated November 2, 2018 (the “**Trademark Security Agreement**”);

WHEREAS, pursuant to said Trademark Security Agreement, Grantor granted the Lender a security interest in all its right, title, and interest to the trademarks listed at **Schedule A** (collectively, the “**Marks**”), among other collateral;

WHEREAS, the Trademark Security Agreement was recorded in the United States Patent and Trademark Office on November 13, 2018, at Reel 6420, Frame 0724.

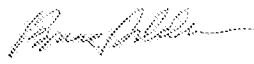
WHEREAS, the Lender desires to release, terminates, and reassign to Grantor its security interest in and to the Marks pledged pursuant to the Trademark Security Agreement.

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 Grantor.

[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

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

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

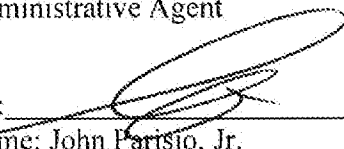
[Signature Page to Release of Security Interest in United States Trademarks]

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.**

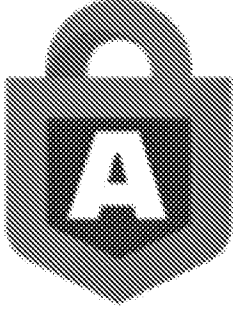
By: \_\_\_\_\_  
Name:  
Title:

**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**

<b>Country</b>	<b>Trademark</b>	<b>App. No./ App. Date</b>	<b>Reg. No./ Reg. Date</b>
<b>United States</b>	ASSETLOCK	85/363,638 July 5, 2011	4,099,008 February 14, 2012
<b>United States</b>		86/405,184 September 24, 2014	4,735,017 May 12, 2015
<b>United States</b>	ASSETLOCK EQUIPPED ADVISOR	86/881,907 January 21, 201	5,247,175 July 18, 2017