

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM763100

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|---|--|---------------------------|------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | RELEASE OF SECURITY INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| CANADIAN IMPERIAL BANK OF COMMERCE | | 10/21/2022 | Chartered Bank: CANADA |
| RECEIVING PARTY DATA | | | |
| Name: | ONE ON ONE SHERPA, LLC | | |
| Street Address: | 3030 Locust Street | | |
| City: | St. Louis | | |
| State/Country: | MISSOURI | | |
| Postal Code: | 63103 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 5 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4571747 | SHERPA GUIDING CHANGE | |
| Registration Number: | 4698178 | SMART GRID | |
| Registration Number: | 2034792 | ONE ON ONE | |
| Registration Number: | 5088558 | PROSPECT-CENTERED SELLING | |
| Registration Number: | 5978384 | TIME IN THE SELLING ZONE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 4152687522 | | |
| <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: | 4152686538 | | |
| Email: | achung@mofo.com | | |
| Correspondent Name: | Jennifer Lee Taylor, Morrison & Foerster | | |
| Address Line 1: | 425 Market Street | | |
| Address Line 4: | San Francisco, CALIFORNIA 94105 | | |
| ATTORNEY DOCKET NUMBER: | 0230900000014 | | |
| NAME OF SUBMITTER: | Muzamil Huq | | |
| SIGNATURE: | /mhuq/ | | |
| DATE SIGNED: | 10/24/2022 | | |

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Total Attachments: 4

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RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

This Release of Security Interest in Intellectual Property is made as of October 21, 2022, by CANADIAN IMPERIAL BANK OF COMMERCE (“**Bank**”) in favor of ONE ON ONE SHERPA, LLC, a Delaware limited liability company (“**Grantor**”) with its principal place of business located at 3030 Locust Street, St. Louis, MO 63103.

Recital

WHEREAS, Grantor granted to Bank a security interest in the patents and trademarks described on Exhibits A and B attached hereto (collectively, the “**Intellectual Property**”) under an Intellectual Property Security Agreement dated as of December 14, 2021 (the “**IP Security Agreement**”) and recorded with the U.S. Patent and Trademark Office as set forth on Exhibits A and B.

WHEREAS, Grantor has requested and Bank has agreed to release its security interest in the Intellectual Property and terminate the IP Security Agreement.

Agreement

Now, therefore, Bank agrees that it terminates and releases its security interest in the Intellectual Property, terminates the IP Security Agreement, and reassigns to Grantor all right, title, and interest of Bank in or to the Intellectual Property.

[SIGNATURE PAGE FOLLOWS]

[SIGNATURE PAGE TO RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY]

BANK:

CANADIAN IMPERIAL BANK OF COMMERCE

By: Brittany Blanco

Name: Brittany Blanco

Title: Assistant General Manager

By: Jason Nardai

Name: Jason Nardai

Title: ~~Assistant General Manager~~
Authorized Signatory

Address of Bank:

81 Bay Street, 10th Floor
Toronto, Ontario
M5J 0E7, Canada

Exhibit A - Patents

| Patent / Patent Application | Patent No. / Application No. | Issue Date / Application Date |
|--|-------------------------------------|--------------------------------------|
| MANAGEMENT SYSTEM AND METHODS OF MANAGING SALES DATA | 15348382 | November 10, 2016 |

Bank's security interest recorded at the U.S. Patent and Trademark Office on December 14, 2021 at Reel Number 058391 and Frame Number 0138

Exhibit B – Trademarks

| Trademark / Trademark Application | Trademark No. / Application No. | Issue Date / Application Date |
|--|--|--------------------------------------|
| SHERPA GUIDING CHANGE | 4,571,747 | December 13, 2013 |
| SMART GRID | 4,698,178 | December 13, 2013 |
| ONE ON ONE | 2,034,792 | November 16, 1994 |
| PROSPECT-CENTERED SELLING | 5,088,558 | October 17, 2014 |
| TIME IN THE SELLING ZONE | 5,978,384 | October 26, 2015 |
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Bank's security interest recorded at the U.S. Patent and Trademark Office on December 14, 2021 at Reel Number 7529 and Frame Number 0887