

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM817289

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
UMB BANK, N.A.		06/06/2023	National Banking Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	NEW TRADITION HOLDINGS LLC		
Street Address:	588 Broadway		
Internal Address:	Suite 905		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10012		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5834232	NEW TRADITION	
CORRESPONDENCE DATA			
Fax Number:	9735972400		
<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:	973-597-2500		
Email:	lstrademark@lowenstein.com		
Correspondent Name:	Matthew P. Hintz, Esq.		
Address Line 1:	Lowenstein Sandler LLP		
Address Line 2:	One Lowenstein Drive		
Address Line 4:	Roseland, NEW JERSEY 07068		
ATTORNEY DOCKET NUMBER:	43430.2		
NAME OF SUBMITTER:	Matthew P. Hintz, Esq.		
SIGNATURE:	/Matthew P. Hintz/		
DATE SIGNED:	06/14/2023		
Total Attachments: 3			
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source=UMB Bank, N.A. to New Tradition Holdings LLC (Release of Security Interest)#page2.tif			

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**TERMINATION AND RELEASE OF
INTELLECTUAL PROPERTY SECURITY AGREEMENT**

THIS **TERMINATION AND RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT** dated as of June 6, 2023 (this “Release”) is made by **UMB BANK, N.A.** (together with its successors and assigns, the “Lender”), under that certain Intellectual Property Security Agreement dated as of July 17, 2020 (as amended, restated, supplemented or otherwise modified from time to time, the “IP Security Agreement”) by and between **NEW TRADITION HOLDINGS LLC**, a Delaware limited liability company (“Grantor”) and the Lender, and recorded in the records of the United States Patent and Trademark Office at Trademark Reel 7048, Frame 0864, on September 10, 2020. Capitalized terms used in this Release and not otherwise defined herein have the meanings specified in the IP Security Agreement.

Pursuant to the IP Security Agreement, Grantor granted to the Lender a security interest (“Security Interest”) in Grantor’s right, title and interest in the IP Collateral, including without limitation the Trademarks listed on Schedule I attached hereto.

Lender now wishes to terminate the IP Security Agreement and release and terminate all right, title and interest in the IP Collateral, including without limitation the Trademarks listed on Schedule I attached hereto, under the IP Security Agreement.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Lender hereby (a) terminates the IP Security Agreement and releases and discharges Grantor and its successors and assigns from any and all obligations thereunder and (b) discharges, releases and terminates all right, title and interest in, to and under the IP Security Agreement in the IP Collateral, including without limitation the Trademarks listed on Schedule I attached hereto.

[Remainder of Page Intentionally Left Blank; Signature Page Follows]


IN WITNESS WHEREOF, the Lender has caused this Release to be duly executed and delivered by its officer thereunto duly authorized as of the date above.

UMB BANK, N.A.

By: Hunter Ladd
Name: Hunter Ladd
Title: Vice President

SCHEDULE I

Registered Trademarks:

MARK	SERIAL NO.	FILE DATE	REG. NO.	REG. DATE	GOODS / SERVICES	STATUS	OWNER
New Tradition 	88-285,951	02/01/2019	5,834,232	08/13/2019	35 – Advertising and Marketing	Registered	New Tradition Holdings LLC

TRADEMARK

REEL: 008126 FRAME: 0373

RECORDED: 06/14/2023

(Schedule I to Termination and Release of Intellectual Property Security Agreement)

SMRH:4883-8380-5286