

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM817955

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BANK OF MONTREAL		05/25/2023	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	POPREACH INCORPORATED		
Street Address:	1 UNIVERSITY AVE		
Internal Address:	3RD FLOOR		
City:	TORONTO, ONTARIO		
State/Country:	CANADA		
Postal Code:	M5J 2P1		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	5042820	BAKERY BLITZ	
Registration Number:	4781974	KITCHEN SCRAMBLE	
Registration Number:	4504218	LUCKY SLOTS	
Registration Number:	4424881	LUCKY SLOTS	
Serial Number:	97267815	POPREACH	
Registration Number:	4791033	WAR OF NATIONS	
Serial Number:	88478328	ZOO WORLD	
CORRESPONDENCE DATA			
Fax Number:	6174287045		
<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:	6174280200		
Email:	tadministrator@clarkelbing.com		
Correspondent Name:	CLARK+ELBING LLP		
Address Line 1:	101 federal street		
Address Line 2:	15th floor		
Address Line 4:	Boston, MASSACHUSETTS 02110		
ATTORNEY DOCKET NUMBER:	50783-042001		
NAME OF SUBMITTER:	RICHARD TODD ARMSTRONG, PH.D.		

CH \$190.00 5042820

SIGNATURE:	/RICHARD TODD ARMSTRONG, PH.D./
DATE SIGNED:	06/16/2023
Total Attachments: 8 source=61. BMO - PopReach - IP Security Release (BMO) (Executed)#page1.tif source=61. BMO - PopReach - IP Security Release (BMO) (Executed)#page2.tif source=61. BMO - PopReach - IP Security Release (BMO) (Executed)#page3.tif source=61. BMO - PopReach - IP Security Release (BMO) (Executed)#page4.tif source=61. BMO - PopReach - IP Security Release (BMO) (Executed)#page5.tif source=61. BMO - PopReach - IP Security Release (BMO) (Executed)#page6.tif source=61. BMO - PopReach - IP Security Release (BMO) (Executed)#page7.tif source=61. BMO - PopReach - IP Security Release (BMO) (Executed)#page8.tif	

RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

TO: PopReach Incorporated, Crucial Interactive Inc., Okra Media Inc., Hippo Investments LLC and Q1Media, Inc. (each, a “Grantor” and collectively, the “Grantors”)

DATED: May 25, 2023

Dear Sirs/Mesdames:

Re: Discharge of Security Interest

The undersigned hereby confirms that each Grantor has repaid the undersigned in full with respect to all obligations owing to the undersigned in connection with to the Credit Agreement dated as of April 18, 2022 (as amended, supplemented or otherwise modified and in effect from time to time), and secured pursuant to (i) the General Security Agreement dated as May 12, 2022 made by, *inter alios*, certain of the Grantors in favour of the undersigned and (ii) the U.S. General Security Agreement dated as of May 12, 2022 made by, *inter alios*, certain of the Grantors in favour of the undersigned, and fully releases its security interests from any and all intellectual property, including the registrations and applications now or previously held by the Grantors or their respective successors and assigns, including without limitation the registrations set out in Schedule “A” attached hereto. The undersigned authorizes the Grantors and its designees (including, but not limited to, Osler, Hoskin & Harcourt LLP and Torkin Manes LLP) to record this Release of Security Interest in Intellectual Property with the Canadian Intellectual Property Office, the United States Patent and Trademark Office, the United States Copyright Office, or any other applicable governmental authority at the Grantors’ expense.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK.]

Dated as of the date first above written.

Yours very truly,

BANK OF MONTREAL

By: Sean Collins
Name: Sean Collins
Title: Senior Director

By: Umair Mansoor
Name: Umair Mansoor
Title: Managing Director

SCHEDULE "A"

I. Trademarks registered with the Canadian Intellectual Property Office

Grantor	Jurisdiction	Registration/Application No.	Registration/Application Date	Status	Trademark
PopReach Incorporated	Canada	2165164	09-FEB-2022	Formalized	POPREACH
PopReach Incorporated	Canada	2025246	29-APR-2020	Formalized	LUCKY SLOTS
PopReach Incorporated	Canada	1964460	23-MAY-2019	Formalized	BAKERY BLITZ
PopReach Incorporated	Canada	1964461	23-MAY-2019	Formalized	KITCHEN SCRAMBLE
PopReach Incorporated	Canada	1964462	23-MAY-2019	Formalized	WAR OF NATIONS
PopReach Incorporated	Canada	1964463	23-MAY-2019	Formalized	ZOO WORLD
Crucial Interactive Inc.	Canada	2038989	09-JUL-2020	Formalized	TRUE INTENT

Execution Version

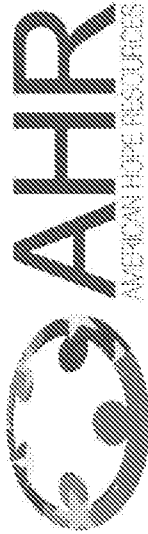
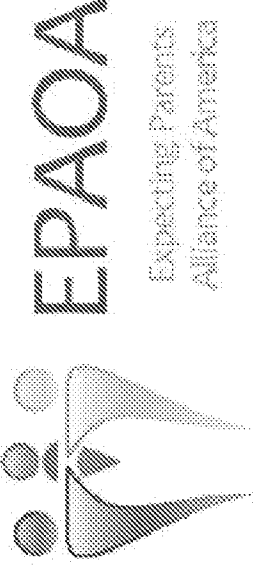
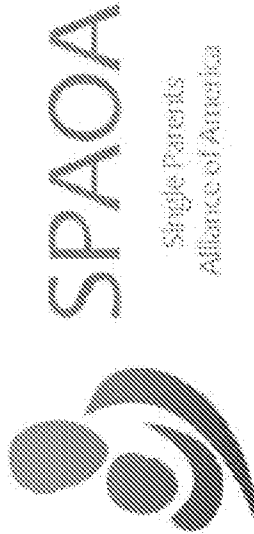
Crucial Interactive Inc.	Canada	2038990	09-JUL-2020	Formalized	TRUE INTENT RETARGETING
Okra Media Inc.	Canada	TMA1022949	30-MAY-2019	Registered	CONTOBOX

II. Trademarks registered with the United States Patent and Trademark Office

Grantor	Jurisdiction	Registration/Application No.	Registration/Application Date	Status	Trademark
PopReach Incorporated	United States	5042820	13-SEP-2016	Registered	BAKERY BLITZ
PopReach Incorporated	United States	4781974	28-JUL-2015	Registered	KITCHEN SCRAMBLE
PopReach Incorporated	United States	4504218	01-APR-2014	Registered	LUCKY SLOTS
PopReach Incorporated	United States	4424881	29-OCT-2013	Registered	LUCKY SLOTS
PopReach Incorporated	United States	97267815	15-FEB-2022	Pending	POPREACH
PopReach Incorporated	United States	4791033	11-AUG-2015	Registered	WAR OF NATIONS
PopReach Incorporated	United States	88478328	18-JUN-2019	Pending	ZOO WORLD

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Q1Media, Inc.	United States	4600369	09-SEP-2014	Registered	Q1MEDIA
Q1Media, Inc.	United States	5094125	06-DEC-2016	Registered	VSLIDER

Grantor	Jurisdiction	Registration/Application No.	Registration/Application Date	Status	Trademark
Hippo Investments LLC	United States	4991328	July 5, 2016	Registered	 <p>AHR American Hope Resources</p>
Hippo Investments LLC	United States	5010773	August 2, 2016	Registered	 <p>EPAOA EXPECTING PARENTS ALLIANCE OF AMERICA</p>
Hippo Investments LLC	United States	5131104	January 31, 2017	Registered	 <p>SPAOA SINGLE PARENTS ALLIANCE OF AMERICA</p>

III. Copyright registered with the United States Copyright Office

Grantor	Jurisdiction	Registration/Application No.	Registration/Application Date	Status	Title
Hippo Investments LLC	United States	TXu002089769	03-14-2018	Registered	AmericanHopeResources.com
Hippo Investments LLC	United States	TXu002092874	03-15-2018	Registered	EPAOA.com