

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM424244

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
East West Bank		04/19/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	TruEffect, Inc.		
Street Address:	10170 Church Ranch Way Suite # 300		
City:	Westminster		
State/Country:	COLORADO		
Postal Code:	80021		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85755790	TRUEFFECT	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	frank.mao@eastwestbank.com		
Correspondent Name:	FRANK MAO		
Address Line 1:	9300 Flair Drive, 6th Floor		
Address Line 4:	El Monte, CALIFORNIA 91731		
NAME OF SUBMITTER:	Frank Mao		
SIGNATURE:	/fmao/		
DATE SIGNED:	04/19/2017		
Total Attachments: 1			
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EAST WEST BANK

April 19, 2017

U.S.P.T.O
ASSIGNMENT SERVICES BRANCH
PUBLIC RECORDS DIVISION

Re: TRUEFFECT, INC
Loan#34800163,34800166 & 34800245

Dear officer,

East West Bank hereby instructs to release the Security Interest stated in Intellectual Property Security Agreement which was recorded with the U.S. Patent and Trademark Office (Reel/Frame:005603/0293) on August 20, 2015 as recording number 103673178, due to the indebtedness or obligation has been fully paid and satisfied.

If you have any questions regarding this issue, you may contact the individual whose name appears on this letter at 626-371-8670.

Yours Truly,

Frank Mao
Loan Service Department