

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM478184

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Wells Fargo Bank, National Association		06/08/2018	National Banking Association:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Market Strategies, Inc.		
<b>Street Address:</b>	17430 College Parkway		
<b>City:</b>	Livonia		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48152		
<b>Entity Type:</b>	Corporation: MICHIGAN		
<b>PROPERTY NUMBERS Total: 9</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2809961	MARKET STRATEGIES	
<b>Registration Number:</b>	2831301	PERCEPTION ANALYZER	
<b>Registration Number:</b>	2547233	MSIMPACT MODELING	
<b>Registration Number:</b>	2631306	MSIMPACT MODELING	
<b>Registration Number:</b>	3022583	MSICLIENT	
<b>Registration Number:</b>	2884013	MSINNOVATION	
<b>Registration Number:</b>	2991481	MSINSIGHT	
<b>Registration Number:</b>	2592931	VALUE PORTRAITS	
<b>Registration Number:</b>	2569935	VALUE PORTRAITS	
<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>	2033553827		
<b>Email:</b>	cbutler@fdh.com		
<b>Correspondent Name:</b>	Christopher Butler c/o Finn Dixon & Herl		
<b>Address Line 1:</b>	Six Landmark Square		
<b>Address Line 2:</b>	Floor Six		
<b>Address Line 4:</b>	Stamford, CONNECTICUT 06901-2704		

OP \$240.00 2809961

<b>NAME OF SUBMITTER:</b>	Christopher Butler
<b>SIGNATURE:</b>	/s/Christopher Butler
<b>DATE SIGNED:</b>	06/15/2018
<b>Total Attachments: 4</b> source=Trademark Release and Reassignment Agreement#page1.tif source=Trademark Release and Reassignment Agreement#page2.tif source=Trademark Release and Reassignment Agreement#page3.tif source=Trademark Release and Reassignment Agreement#page4.tif	

TRADEMARK RELEASE AND REASSIGNMENT

This Trademark Release and Reassignment is entered into as June 8, 2018, by Wells Fargo Bank, National Association, a national banking association, as administrative agent (the "Administrative Agent").

Market Strategies, Inc. (the "Company") entered with the Administrative Agent into a Trademark Security Agreement dated June 5, 2006 granting the Administrative Agent a security interest in the Trademark Collateral as defined therein, including the marks set forth in Schedule 1 hereto (the "Trademark Agreement").

The Trademark Agreement was recorded in the Assignment Division of the United States Patent and Trademark Office on August 3, 2006, at Reel 3361, Frame 0476.

The Company has requested that the Administrative Agent release its security interest in the Trademark Collateral.

ACCORDINGLY, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. As used herein, terms defined in the Trademark Agreement and not otherwise defined herein have the meanings given them in the Trademark Agreement.
2. The Administrative Agent hereby irrevocably releases its security interest in the Trademark Collateral, including without limitation the Trademarks set forth on Schedule 1 hereto.
3. Subject to other security interests, if any, granted by the Company to other financial institutions, the Administrative Agent hereby reassigns, grants and conveys to the Company, without any representation, warranty, recourse or undertaking by the Administrative Agent, all of the Administrative Agent's rights, title and interest in and to the Trademark Collateral, including without limitation the Trademarks set forth on Schedule 1 hereto.

*Signature page follows*

IN WITNESS WHEREOF, the Administrative Agent has caused this Trademark Release and Reassignment to be duly executed by its duly authorized officer and effective as of the day and year first above written.

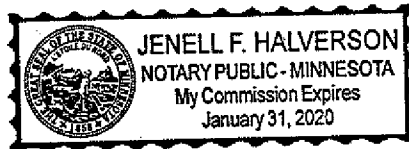
WELLS FARGO, NATIONAL ASSOCIATION,  
as Administrative Agent

By: *Kyle R. Holtz*  
Name: Kyle R. Holtz  
Title: Director

STATE OF MINNESOTA     )  
  )  
COUNTY OF HENNEPIN    )

This Instrument was acknowledged before me on this 11 day of June 2018, by Kyle R. Holtz, a Director of Wells Fargo Bank, National Association, a national banking association, on behalf of said association.

*Jenell F. Halverson*  
Notary Public for MINNESOTA  
My commission expires: \_\_\_\_\_



TRADEMARKS AND TRADEMARK APPLICATIONS

Registered Mark	Owner	Registration or Application Number	Date
Market Strategies, Inc.	Market Strategies, Inc.	2,809,961	2/3/2004
Perception Analyzer	MSInteractive, L.L.C	2,831,301	4/13/2004
MSImpact Modeling	Market Strategies, Inc.	2,547,233	3/12/2002
MSImpact Modeling	Market Strategies, Inc.	2,631,306	10/8/2002
MSIClient	Market Strategies, Inc.	3,022,583	12/6/2005
MSInnovation	Market Strategies, Inc.	2,884,013	9/14/2004
MSInsight	Market Strategies, Inc.	2,991,481	9/6/2005
Value Portraits	Market Strategies, Inc. jointly with JWT Specialized Communications, Inc.	2,592,931	7/9/2002
Value Portraits	Market Strategies, Inc. jointly with JWT Specialized Communications, Inc.	2,569,935	5/14/2002
MSPositioning	Market Strategies, Inc.	In Process	
MSTargets	Market Strategies, Inc.	In Process	

REGISTERED DOMAIN NAMES

Services	Type	Expiration	Account Holder
cinfo.com	Domain	25-Mar-13	Market Strategies, Inc.
hfwwalletshare.com	Domain	2-Mar-08	Market Strategies, Inc.
learninganalyzer.com	Domain	13-Jan-13	Market Strategies, Inc.
marketstrategies.com	Domain	18-Apr-11	Market Strategies, Inc.
market-strategeies.com	Domain	5-Dec-09	Market Strategies, Inc.
marketstrategies.com	Domain	05-Jan-09	Market Strategies, Inc.
mktstrat.com	Domain	25-Mar-13	Market Strategies, Inc.
msicient.com	Domain	6-Dec-06	Market Strategies, Inc.
ms-interactive.com	Domain	30-Mar-11	Market Strategies, Inc.
msiresearch.com	Domain	5-Aug-07	Market Strategies, Inc.
msiresearch.com	Domain	5-Jan-07	Market Strategies, Inc.
msisurvey.com	Domain	7-Apr-14	Market Strategies, Inc.
msisurvey.net	Domain	7-Apr-14	Market Strategies, Inc.
msisurveys.com	Domain	7-Apr-14	Market Strategies, Inc.
msisurveys.net	Domain	7-Apr-14	Market Strategies, Inc.
ncssurvey.org	Domain	28-Oct-06	Market Strategies, Inc.
perceptionanalyzer.com	Domain	20-Sep-06	Market Strategies, Inc.
perceptionanalyzer.net	Domain	6-Aug-06	Market Strategies, Inc.
researchingseniors.com	Domain	27-Jun-06	Market Strategies, Inc.

researchingseniors.net	Domain	27-Jun-06	Market Strategies, Inc.
seniorsresearchgroup.com	Domain	27-Jun-06	Market Strategies, Inc.
seniorsresearchgroup.net	Domain	27-Jun-06	Market Strategies, Inc.
srgvoice.com	Domain	27-Jun-06	Market Strategies, Inc.
srgvoice.net	Domain	27-Jun-06	Market Strategies, Inc.

COLLECTIVE MEMBERSHIP MARKS

None

UNREGISTERED MARKS

None