

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM556486

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ANKURA TRUST COMPANY, LLC		12/20/2019	Limited Liability Company: NEW HAMPSHIRE
RECEIVING PARTY DATA			
Name:	ACOSTA, INC.		
Street Address:	6600 Corporate Center Parkway		
City:	Jacksonville		
State/Country:	FLORIDA		
Postal Code:	32216		
Entity Type:	Corporation: DELAWARE		
Name:	ACOSTA EMPLOYEE HOLDCO, LLC (formerly known as Acosta Frontline, LLC)		
Street Address:	6600 Corporate Center Parkway		
City:	Jacksonville		
State/Country:	FLORIDA		
Postal Code:	32216		
Entity Type:	Limited Liability Company: DELAWARE		
Name:	MOSAIC PARENT HOLDINGS INC.		
Street Address:	6600 Corporate Center Parkway		
City:	Jacksonville		
State/Country:	FLORIDA		
Postal Code:	32216		
Entity Type:	Corporation: DELAWARE		
Name:	MOSAIC SALES SOLUTIONS US OPERATING CO., LLC		
Street Address:	6600 Corporate Center Parkway		
City:	Jacksonville		
State/Country:	FLORIDA		
Postal Code:	32216		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 32			

CH \$815.00 2174552

Property Type	Number	Word Mark
Registration Number:	2174552	FRONTLINE MARKETING
Registration Number:	5037512	THE WHY? BEHIND THE DINE
Registration Number:	4759375	ACOSTA
Registration Number:	4580181	PROMO DEPOT
Registration Number:	4580182	PROMO DEPOT
Registration Number:	4782804	THE WHY? BEHIND THE DINE
Registration Number:	4721707	THE WHY? BEHIND THE DINE
Registration Number:	4579770	PROMO DEPOT
Registration Number:	4579721	PROMO DEPOT
Registration Number:	4813575	SHOPPERSOLUTIONS
Registration Number:	4813576	SS SHOPPERSOLUTIONS TURNING INTERACTIONS
Registration Number:	4565719	DESIGNED TO DRIVE PURCHASE
Registration Number:	4634406	PURCHASE INFLUENCE
Registration Number:	4577084	DECONSTRUCTION
Registration Number:	4593880	HUNTER STRAKER
Registration Number:	4642722	PURCHASE DESIGN
Registration Number:	4642723	NORTH AMERICA'S ONLY PURCHASE DESIGN AGE
Registration Number:	4832263	ACOSTA MOSAIC GROUP
Registration Number:	4446423	AMG
Registration Number:	4334531	TRUSTED BRANDS TRUST US
Registration Number:	4334536	TRUSTED BRANDS TRUST US
Registration Number:	4153906	THE WHY? BEHIND THE BUY
Registration Number:	2797784	INFOLYNC
Registration Number:	2018943	ACOSTA
Serial Number:	86557963	MOSAIC
Registration Number:	4558133	MOSAIC
Registration Number:	4558134	MOSAIC
Registration Number:	4502105	LOCALSOCIAL
Registration Number:	5474210	CONTEND
Registration Number:	5146435	CONTEND
Registration Number:	5578520	CONTENDER
Registration Number:	4903160	MARKETING MIX PRIORITIZER

CORRESPONDENCE DATA

Fax Number: 6508385109

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.

Phone: 650-838-3743

Email: jlik@shearman.com

Correspondent Name: SOPHIE ZANDER
Address Line 1: 599 Lexington Avenue
Address Line 2: Shearman & Sterling LLP
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER: 40353/5

NAME OF SUBMITTER: SOPHIE ZANDER

SIGNATURE: /SOPHIE ZANDER/

DATE SIGNED: 01/08/2020

Total Attachments: 4

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**TERMINATION AND RELEASE OF
SECURITY INTEREST IN INTELLECTUAL PROPERTY**

This Termination and Release of Security Interest in Intellectual Property (“IP Release”) is made as of December 20, 2019, by **ANKURA TRUST COMPANY, LLC**, a New Hampshire chartered limited liability company, as Collateral Agent under the IP Security Agreement referred to below (the “Collateral Agent”), in favor of **ACOSTA, INC.**, a Delaware corporation, **ACOSTA EMPLOYEE HOLDCO, LLC** (formerly known as Acosta Frontline, LLC), a Delaware limited liability company, **MOSAIC PARENT HOLDINGS INC.**, a Delaware corporation, and **MOSAIC SALES SOLUTIONS US OPERATING CO., LLC**, a Delaware limited liability company, each with an address at 6600 Corporate Center Parkway, Jacksonville, Florida 32216 (each, a “Grantor” and collectively, the “Grantors”). Capitalized terms used but not otherwise defined herein have the meanings given to them in the IP Security Agreement (as defined below).

W I T N E S S E T H:

WHEREAS, the Grantors entered into that certain Intellectual Property Security Agreement, dated as of December 4, 2019 (the “IP Security Agreement”), for the benefit of the Collateral Agent, notice of which was recorded on December 4, 2019 at the United States Patent and Trademark Office at Reel 6809, Frame 0076.

WHEREAS, each Grantor granted the Collateral Agent, under the terms of the IP Security Agreement, a security interest (the “Security Interest”) in favor of the Collateral Agent, in and to all of each such Grantor’s right, title and interest in and to the Collateral, including the Trademarks listed in **Schedule A** hereto, and the goodwill symbolized thereby (collectively, the “Trademark Collateral”).

WHEREAS, the Collateral Agent has agreed to terminate and release its security interest in all Collateral granted under the IP Security Agreement.

NOW, THEREFORE, in consideration of the foregoing and intending to be legally bound, the Collateral Agent hereby releases, terminates, and discharges the IP Security Agreement and any and all of its interest in the Collateral (including the Trademark Collateral) of the Grantors granted thereunder, and assigns, transfers, and conveys to Grantors any interest in such intellectual property.

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IN WITNESS WHEREOF, the Collateral Agent has caused this IP Release to be executed as of the day and year first written above.

ANKURA TRUST COMPANY, LLC,
as Collateral Agent

By: 
Name: Michael J. Fey
Title: Managing Director

SCHEDULE A

TRADEMARKS

Trademark	Owner	App. No.	App. Date	Reg. No.	Reg. Date
FRONTLINE MARKETING	ACOSTA EMPLOYEE HOLDCO, LLC	75243650	18-FEB- 1997	2174552	21-JUL- 1998
THE WHY? BEHIND THE DINE	ACOSTA, INC.	86641921	27-MAY- 2015	5037512	06-SEP- 2016
ACOSTA	ACOSTA, INC.	86422230	13-OCT- 2014	4759375	23-JUN- 2015
PROMO DEPOT	ACOSTA, INC.	86184703	05-FEB- 2014	4580181	05-AUG- 2014
PROMO DEPOT	ACOSTA, INC.	86184774	05-FEB- 2014	4580182	05-AUG- 2014
THE WHY? BEHIND THE DINE	ACOSTA, INC.	86184949	05-FEB- 2014	4782804	28-JUL- 2015
THE WHY? BEHIND THE DINE	ACOSTA, INC.	86976073	05-FEB- 2014	4721707	14-APR- 2015
PROMO DEPOT	ACOSTA, INC.	86158875	07-JAN- 2014	4579770	05-AUG- 2014
PROMO DEPOT	ACOSTA, INC.	86156382	02-JAN- 2014	4579721	05-AUG- 2014
SHOPPERSOLUTIONS	ACOSTA, INC.	86138502	09-DEC- 2013	4813575	15-SEP- 2015
SS SHOPPERSOLUTIONS TURNING INTERACTIONS INTO TRANSACTIONS	ACOSTA, INC.	86138635	09-DEC- 2013	4813576	15-SEP- 2015
DESIGNED TO DRIVE PURCHASE	ACOSTA, INC.	86027410	02-AUG- 2013	4565719	08-JUL- 2014
PURCHASE INFLUENCE	ACOSTA, INC.	85953755	07-JUN- 2013	4634406	04-NOV- 2014
DECONSTRUCTION	ACOSTA, INC.	85927231	09-MAY- 2013	4577084	29-JUL- 2014
HUNTER STRAKER	ACOSTA, INC.	85927304	09-MAY- 2013	4593880	26-AUG- 2014
PURCHASE DESIGN	ACOSTA, INC.	85927483	09-MAY- 2013	4642722	18-NOV- 2014
NORTH AMERICA'S ONLY PURCHASE DESIGN AGENCY	ACOSTA, INC.	85927641	09-MAY- 2013	4642723	18-NOV- 2014

Trademark	Owner	App. No.	App. Date	Reg. No.	Reg. Date
ACOSTA MOSAIC GROUP	ACOSTA, INC.	85903064	12-APR-2013	4832263	13-OCT-2015
AMG	ACOSTA, INC.	85771776	05-NOV-2012	4446423	10-DEC-2013
TRUSTED BRANDS TRUST US	ACOSTA, INC.	85732435	19-SEP-2012	4334531	14-MAY-2013
TRUSTED BRANDS TRUST US	ACOSTA, INC.	85732469	19-SEP-2012	4334536	14-MAY-2013
THE WHY? BEHIND THE BUY	ACOSTA, INC.	85443585	10-OCT-2011	4153906	05-JUN-2012
INFOLYNC	ACOSTA, INC.	78210452	04-FEB-2003	2797784	23-DEC-2003
ACOSTA	ACOSTA, INC.	74717148	17-AUG-1995	2018943	26-NOV-1996
MOSAIC	MOSAIC PARENT HOLDINGS, INC.	86557963	09-MAR-2015		
MOSAIC	MOSAIC PARENT HOLDINGS, INC.	85404945	23-AUG-2011	4558133	01-JUL-2014
MOSAIC M	MOSAIC PARENT HOLDINGS, INC.	85405108	23-AUG-2011	4558134	01-JUL-2014
LOCALSOCIAL	MOSAIC PARENT HOLDINGS, INC.	85403475	22-AUG-2011	4502105	25-MAR-2014
CONTEND	MOSAIC SALES SOLUTION US OPERATING CO.,LLC	87610400	15-SEP-2017	5474210	22-MAY-2018
CONTEND	MOSAIC SALES SOLUTION US OPERATING CO.,LLC	87106291	16-JUL-2016	5146435	21-FEB-2017
CONTENDER	MOSAIC SALES SOLUTIONS US OPERATING CO., LLC	87649860	18-OCT-2017	5578520	09-OCT-2018
MARKETING MIX PRIORITIZER	MOSAIC SALES SOLUTIONS US OPERATING CO., LLC	86698486	20-JUL-2015	4903160	16-FEB-2016