

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM617148

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bank of America, N.A.		12/18/2020	National Banking Association: UNITED STATES

## RECEIVING PARTY DATA

<b>Name:</b>	Maritz Holdings Inc.
<b>Street Address:</b>	1375 North Highway Drive
<b>City:</b>	Fenton
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	63099
<b>Entity Type:</b>	Corporation: MISSOURI

## PROPERTY NUMBERS Total: 101

Property Type	Number	Word Mark
Registration Number:	2691626	DEALERPULSE
Registration Number:	2657216	ONE
Registration Number:	2662582	YOUR REWARDS
Registration Number:	2591532	MARITZ STATS
Registration Number:	2667219	QUICK PRO
Registration Number:	2668313	IMPACT
Registration Number:	2660594	ENVOY
Registration Number:	2660593	ENVOY
Registration Number:	2570429	D DELVE
Registration Number:	2568344	DELVE
Registration Number:	2496076	MINDABILITY
Registration Number:	2457272	LIBRIX
Registration Number:	2442870	LIBRIX
Registration Number:	2505558	EQUEST
Registration Number:	2496985	MTCENTRAL
Registration Number:	2656863	EMARITZ
Registration Number:	2654710	TRAVELOGON
Registration Number:	2397091	THE MARITZ PERFORMANCE SYSTEM
Registration Number:	2360821	MAVERICK

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	2225510	MCGETTIGAN PARTNERS
Registration Number:	2214505	EXCLUSIVELY YOURS
Registration Number:	2217188	THE SMART SOURCE FOR DATA COLLECTION
Registration Number:	2303298	CALLFORCEONE
Registration Number:	2127237	THE CARD THAT NEVER SENDS A BILL
Registration Number:	2355561	NORTH STAR
Registration Number:	2158398	CERTSOURCE
Registration Number:	2211627	NEXTREND
Registration Number:	2105351	ULTIMATE INCENTIVES
Registration Number:	2083601	THE STUFF DREAMS ARE MADE OF
Registration Number:	2136658	YC
Registration Number:	2248461	YOUR CHOICE
Registration Number:	2066999	MARITRACS
Registration Number:	2185277	QUIKCALL SYSTEM
Registration Number:	2081062	IMMEDIATE REWARDS MADE EASY
Registration Number:	2118917	PREFERENCES
Registration Number:	2043280	SPEAKBACK!
Registration Number:	2122049	VIRTUAL CUSTOMERS
Registration Number:	1771908	
Registration Number:	1750363	MORE THAN MEASUREMENT
Registration Number:	1741632	PERFORMANCE IMPROVEMENT IS OUR BUSINESS
Registration Number:	1718628	QCS
Registration Number:	1771150	IMPACCT
Registration Number:	1690457	LOYALTY MARKETING SYSTEM
Registration Number:	1702061	TRAINED CONSUMER
Registration Number:	1697129	SERVING CORPORATE TRAVEL NEEDS WORLDWIDE
Registration Number:	1634313	RUN THROUGH THE WAREHOUSE
Registration Number:	1572341	EXCELLENCE
Registration Number:	1619507	MARITZ STATS
Registration Number:	1556057	ACCESS 800
Registration Number:	1503222	Q
Registration Number:	1491444	MMRI
Registration Number:	1492539	ASAP
Registration Number:	1481861	AMERIPOLL
Registration Number:	1455702	INSTA-DATA
Registration Number:	1462193	INSTA-BID
Registration Number:	1438291	MARITZ
Registration Number:	1397909	M

Property Type	Number	Word Mark
Registration Number:	1403461	MPV
Registration Number:	1322618	IDEASYSTEM
Registration Number:	1353211	EXCELLENCE
Registration Number:	1349928	EXCLUSIVELY YOURS
Registration Number:	1333540	MAPPS
Registration Number:	1325032	JOURNEY HAWAII
Registration Number:	1030254	QUALITY CONTROLLED SERVICES
Registration Number:	0993515	NATIONAL AWARD HEADQUARTERS
Registration Number:	0810573	MARITZ
Registration Number:	0747058	MARITZ
Registration Number:	1501168	AGRI-DISCOVERY
Registration Number:	2696589	OPTIMISER
Serial Number:	76423710	SME ASSOCIATES
Serial Number:	78225337	REWARDEXPRESS
Serial Number:	78229260	REWARDDIRECT
Serial Number:	78224227	MANAGER SERIES
Serial Number:	78168788	BRANDXCELLENCE
Serial Number:	78168080	SALESINCENTIVEMANAGER
Serial Number:	78167513	RECOGNITIONMANAGER
Serial Number:	78167504	SERVICEANNIVERSARYMANAGER
Serial Number:	78167495	SALES REFERRAL MANAGER
Serial Number:	78167479	ENTERPRISEREWARD&RECOGNITIONMANAGER
Serial Number:	76424751	THE SCIENCE AND ART OF PEOPLE AND POTENT
Serial Number:	76424473	
Serial Number:	76379284	REWARD & RECOGNITION MANAGER
Serial Number:	76373108	MAXIMIZING CUSTOMER VALUE
Serial Number:	76368404	MARITZGROUPGETAWAYS
Serial Number:	76313196	EPM ENTERPRISE PERFORMANCE MANAGEMENT
Serial Number:	76198321	WACAM
Serial Number:	76198310	WHAT AMERICA CARES ABOUT MOST
Serial Number:	76136707	MEETINGHQ
Serial Number:	76102218	MAGNET
Serial Number:	76089340	EM
Serial Number:	76062656	HEYBRIDGE
Serial Number:	76061325	CALLLOGIX
Serial Number:	76052300	HEYBRIDGE
Serial Number:	75903695	YOUR BUSINESS TO EBUSINESS
Serial Number:	75794690	E-VALUATOR

Property Type	Number	Word Mark
Serial Number:	76321483	TQ3
Registration Number:	2011025	CORE DISCOVERY
Registration Number:	2673196	TQ3 TRAVEL SOLUTIONS
Registration Number:	2633130	TQ3
Registration Number:	2556239	VIRTUAL REWARDS
Registration Number:	2393847	GTM

**CORRESPONDENCE DATA**

Fax Number: 3146673633

*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: 314-552-6077

Email: ipdocket@thompsoncoburn.com

Correspondent Name: Shoko Naruo

Address Line 1: Thompson Coburn LLP

Address Line 2: One US Bank Plaza

Address Line 4: St. Louis, MISSOURI 63101

ATTORNEY DOCKET NUMBER:	4720-205240
NAME OF SUBMITTER:	Shoko Naruo
SIGNATURE:	/Shoko Naruo/
DATE SIGNED:	12/29/2020

**Total Attachments: 5**

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**TERMINATION AND RELEASE OF SECURITY INTEREST  
IN TRADEMARKS**

This **TERMINATION AND RELEASE OF SECURITY INTEREST IN TRADEMARKS**, dated as of December 18, 2020 (“Release”), is made by Bank of America, N.A., as Administrative Agent (“Administrative Agent”) in favor of Maritz Holdings Inc. (formerly known as Maritz Inc.), a Missouri corporation (“Obligor”).

**WHEREAS**, pursuant to that certain Third Amended and Restated Security and Pledge Agreement dated as of February 28, 2012 (as amended, modified, supplemented, increased, extended, restated, renewed, refinanced or replaced from time to time, the “Security Agreement”) by and among the Obligor, Administrative Agent, and others party thereto, Obligor granted to the Administrative Agent, for the benefit of the Lenders, a continuing security interest in, and a right to set off against, any and all right, title and interest of Obligor in and to all Trademarks, including the trademark registrations and trademark applications listed on Schedule A attached hereto (collectively, “Trademark Collateral”); and

**WHEREAS**, pursuant to the Security Agreement, Obligor executed and delivered to Administrative Agent, for the benefit of the Lenders, the Notice of Grant of Security Interest in Trademarks recorded at the United States Patent and Trademark Office (“USPTO”) on June 18, 2003 at Reel 2670 Frame 0168 (“Notice”).

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Administrative Agent, on behalf of the Lenders, and Obligor agree as follows:

**SECTION 1. Defined Terms.** All capitalized terms used herein but not otherwise defined herein have the meanings given to them in the Security Agreement or Notice.

**SECTION 2. Termination and Release.** Administrative Agent, on behalf of the Lenders, without representation, warranty, or recourse, hereby:

(a) terminates, cancels, discharges, and releases the continuing security interest in, and the right to set off against, any and all right, title and interest of Obligor in and to the Trademark Collateral, including, but not limited to, the foregoing listed on Schedule A attached hereto, granted pursuant to the Security Agreement or Notice; and

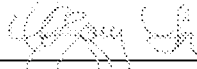
(b) authorizes the recordation of this Release with the USPTO at Obligor’s expense.

**SECTION 3. Choice of Law.** This Release shall be governed by and construed in accordance with the laws of the State of Missouri.

**IN WITNESS WHEREOF**, the Administrative Agent, on behalf of the Lenders, has caused this Termination and Release of Security Interest in Trademarks to be duly executed as of the date first set forth above.

Administrative Agent:

Bank of America, N.A., as Administrative Agent

By:  \_\_\_\_\_

Name: Tiffany Lin

Title: Assistant Vice President

**Schedule A**

**U.S. Trademarks Subject to Security Interest  
Granted by Maritz Inc.  
In Favor of Bank of America, N.A., as Administrative Agent  
Recorded June 18, 2003 at Reel 2670 Frame 0168**

**Trademark Registrations**

<b>Mark</b>	<b>Reg. No.</b>	<b>Reg. Date</b>
DEALERPULSE	2691626*	2/25/03
ONE	2657216	12/3/02
YOUR REWARDS	2662582	12/17/02
MARITZ STATS and Design	2591532	7/9/02
QUICK PRO	2667219	12/24/02
IMPACT	2668313	12/31/02
ENVOY	2660594	12/10/02
ENVOY and Design	2660593	12/10/02
D DELVE and Design	2570429	5/14/02
DELVE	2568344	5/7/02
MINDABILITY and Design	2496076	10/9/01
LIBRIX	2457272	6/5/01
LIBRIX	2442870	4/10/01
EQUEST and Design	2505558	11/6/01
MTCENTRAL	2496985	10/9/01
EMARITZ	2656863	12/3/02
TRAVELOGON	2654710	11/26/02
THE MARITZ PERFORMANCE SYSTEM	2397091	10/24/00
MAVERICK	2360821	6/20/00
MCGETTIGAN PARTNERS and Design	2225510	2/23/99
EXCLUSIVELY YOURS	2214505	12/29/98
THE SMART SOURCE FOR DATA COLLECTION	2217188	1/12/99
CALLFORCEONE	2303298	12/28/99
THE CARD THAT NEVER SENDS A BILL	2127237	1/6/98
NORTH STAR	2355561	6/6/00
CERTSOURCE	2158398	5/19/98
NEXTREND	2211627	12/15/98
ULTIMATE INCENTIVES	2105351	10/14/97
THE STUFF DREAMS ARE MADE OF	2083601	7/29/97
YC and Design	2136658	2/17/98
YOUR CHOICE	2248461	6/1/99
MARITRACS	2066999	6/3/97
QUICKCALL SYSTEM	2185277	9/1/98
IMMEDIATE REWARDS MADE EASY	2081062	7/22/97
PREFERENCES	2118917*	12/9/97
SPEAKBACK!	2043280*	3/11/97
VIRTUAL CUSTOMERS	2122049*	12/16/97
CORE DISCOVERY	2011025	10/22/96
Miscellaneous Design	1771908	5/18/93

MORE THAN MEASUREMENT	1750363	2/2/93
PERFORMANCE IMPROVEMENT IS OUR BUSINESS	1741632	12/22/92
QCS	1718628	9/22/92
IMPACCT	1771150	5/18/93
LOYALTY MARKETING SYSTEM	1690457	6/2/92
TRAINED CONSUMER	1702061	7/21/92
SERVING CORPORATE TRAVEL NEEDS WORLDWIDE	1697129	6/23/92
RUN THROUGH THE WAREHOUSE	1634313	2/5/91
EXCELLENCE	1572341	12/19/89
MARITZ STATS	1619507	10/30/90
ACCESS 800	1556057	9/12/89
Q and Design	1503222	9/6/88
MMRI	1491444	6/7/88
ASAP	1492539	6/14/88
AMERIPOLL	1481861	3/22/88
INSTA-DATA	1455702	9/1/87
INSTA-BID	1462193	10/20/87
MARITZ	1438291	4/28/87
M and Design	1397909	6/17/86
MPV	1403461	7/29/86
IDEASYSTEM	1322618	2/26/85
EXCELLENCE and Design	1353211	8/6/85
EXCLUSIVELY YOURS	1349928	7/16/85
MAPPS	1333540	4/30/85
JOURNEY HAWAII	1325032	3/12/85
QUALITY CONTROLLED SERVICES	1030254	1/13/76
NATIONAL AWARD HEADQUARTERS	993515	9/24/74
MARITZ	810573	6/28/66
MARITZ	747058	3/19/63
AGRI-DISCOVERY	1501168	8/23/88
OPTIMISER (Stylized)	2696589	3/11/03
TQ3 TRAVEL SOLUTIONS	2673196	1/7/03
TQ3 (Stylized)	2633130	10/8/02
VIRTUAL REWARDS	2556239	4/2/02
GTM	2393847	10/10/00

### Trademark Applications

Mark	Appl. No.	Filing Date
SME ASSOCIATES	76423710	6/20/02
REWARDEXPRESS	78225337	3/13/03
REWARDIRECT	78229260	3/24/03
MANAGER SERIES	78224227	3/11/03
BRANDXCELLENCE and Design	78168788	9/27/02
SALES INCENTIVE MANAGER	78168080	9/26/02
RECOGNITION MANAGER	78167513	9/24/02
SERVICE ANNIVERSARY MANAGER	78167504	9/24/02
SALES REFERRAL MANAGER	78167495	9/24/02
ENTERPRISE REWARD & RECOGNITION MANAGER	78167479	9/24/02



THE SCIENCE AND ART OF PEOPLE AND POTENTIAL	76424751	6/21/02
Miscellaneous Design	76424473	6/21/02
REWARD & RECOGNITION MANAGER	76379284	3/7/02
MAXIMIZING CUSTOMER VALUE	76373108	2/20/02
MARITZGROUPGETAWAYS	76368404	2/7/02
EPM ENTERPRISE PERFORMANCE MANAGEMENT	76313196	9/17/01
WACAM	76198321	1/23/01
WHAT AMERICA CARES ABOUT MOST	76198310	1/23/01
MEETINGHQ	76136707	9/27/00
MAGNET	76102218	8/3/00
EM (Stylized)	76089340	7/14/00
HEYBRIDGE and Design	76062656	6/5/00
CALLOGIX and Design	76061325	6/1/00
HEYBRIDGE	76052300	5/18/00
YOUR BUSINESS TO EBUSINESS	75903695	1/26/00
E-VALUATOR	75794690	9/8/99
TQ3	76321483	10/4/01

\* Already Subject to Recorded Release