

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM672403

|                              |   |
|------------------------------|---|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT  |
| <b>NATURE OF CONVEYANCE:</b> | TERMINATION AND RELEASE OF TRADEMARK SECURITY AGREEMENT |

## CONVEYING PARTY DATA

| Name                  | Formerly | Execution Date | Entity Type                                    |
|-----------------------|----------|----------------|--|
| BANK OF AMERICA, N.A. |          | 09/01/2021     | National Banking Association:<br>UNITED STATES |

## RECEIVING PARTY DATA

|                        |                               |
|------------------------|-------------------------------|
| <b>Name:</b>           | CONNEXITY, INC.               |
| <b>Street Address:</b> | 2120 Colorado Ave, Suite 400  |
| <b>City:</b>           | Santa Monica                  |
| <b>State/Country:</b>  | CALIFORNIA                    |
| <b>Postal Code:</b>    | 90404                         |
| <b>Entity Type:</b>    | Corporation: DELAWARE         |
| <b>Name:</b>           | BECOME, INC.                  |
| <b>Street Address:</b> | 2120 Colorado Ave., Suite 400 |
| <b>City:</b>           | Santa Monica                  |
| <b>State/Country:</b>  | CALIFORNIA                    |
| <b>Postal Code:</b>    | 90404                         |
| <b>Entity Type:</b>    | Corporation: DELAWARE         |

## PROPERTY NUMBERS Total: 31

| Property Type        | Number  | Word Mark                 |
|----------------------|---------|---------------------------|
| Registration Number: | 4304798 | AISLE A                   |
| Registration Number: | 4305357 |                           |
| Registration Number: | 4305356 | AISLE A POWERED BY INTENT |
| Registration Number: | 4177274 | AUDIENCE DISCOVERY        |
| Registration Number: | 3894815 | BE SO                     |
| Registration Number: | 3894816 | BESO                      |
| Registration Number: | 3896354 | BESO                      |
| Registration Number: | 3894817 | BESO SHOP IT ALL          |
| Registration Number: | 3894818 | BESO SHOP IT ALL          |
| Registration Number: | 2109142 | BIZRATE                   |
| Registration Number: | 3926645 |                           |
| Registration Number: | 3926644 | BIZRATE                   |

TRADEMARK

| Property Type        | Number   | Word Mark                      |
|----------------------|----------|--------------------------------|
| Registration Number: | 2503740  | BIZRATE.COM                    |
| Registration Number: | 4018652  | BIZRATE CIRCLE OF EXCELLENCE   |
| Registration Number: | 3470894  | BIZRATE.COM CUSTOMER CERTIFIED |
| Registration Number: | 4051578  | CONNEXITY                      |
| Registration Number: | 3489481  | DISCOVERY MADE SIMPLE          |
| Registration Number: | 3466274  |                                |
| Registration Number: | 4251137  | INSTABUY                       |
| Registration Number: | 3687687  | LOW PRICE SHOPPER              |
| Registration Number: | 4305355  | POWERED BY INTENT              |
| Serial Number:       | 86414164 | POWERED BY SHOPPING            |
| Registration Number: | 3255925  | RETREVO                        |
| Registration Number: | 3020506  |                                |
| Registration Number: | 3119435  | SHOPZILLA                      |
| Registration Number: | 4071477  | TADA                           |
| Registration Number: | 3996654  | TADA                           |
| Registration Number: | 3220597  | BECOME                         |
| Registration Number: | 3175307  | AIR                            |
| Registration Number: | 2882957  | HITWISE                        |
| Registration Number: | 3094227  | SEARCH INTELLIGENCE            |

**CORRESPONDENCE DATA**

**Fax Number:**

*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:** 2023704750

**Email:** ipteam@cogencyglobal.com

**Correspondent Name:** Joanna McCall

**Address Line 1:** 1025 Connecticut Ave NW, Suite 712

**Address Line 2:** Cogency Global Inc.

**Address Line 4:** Washington, D.C. 20036

|                                |                 |
|--------------------------------|-----------------|
| <b>ATTORNEY DOCKET NUMBER:</b> | 1470766 B       |
| <b>NAME OF SUBMITTER:</b>      | Sonya Jackman   |
| <b>SIGNATURE:</b>              | /Sonya Jackman/ |
| <b>DATE SIGNED:</b>            | 09/03/2021      |

**Total Attachments: 5**

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**TERMINATION AND RELEASE OF  
TRADEMARK SECURITY AGREEMENT**

TERMINATION AND RELEASE OF TRADEMARK SECURITY AGREEMENT dated as of September 1, 2021 (the "Release"), from BANK OF AMERICA, N.A., as agent for the Lenders party to the Loan Agreement described below (in such capacity, together with its successors and assigns, "Agent") to CONNEXITY, INC., a Delaware corporation, and BECOME, INC., a Delaware corporation (collectively, jointly and severally, "Grantors", and each individually, "Grantor").

WITNESSETH:

WHEREAS, pursuant to the Loan and Security Agreement, dated as of February 13, 2015, in favor of the Agent (as amended by the Amended and Restated Loan and Security Agreement dated as of October 18, 2016, and as further amended, restated, amended and restated, supplemented, or otherwise modified from time to time, the "Loan Agreement"), Grantors granted a security interest (the "Security Interest") to the Agent in certain collateral;

WHEREAS, pursuant to that certain Trademark Security Agreement dated as of February 13, 2015, among the Agent and Grantors (the "Trademark Security Agreement"), Grantors, by reference to the Loan Agreement, reaffirmed their intent to grant the Security Interest to the Agent specifically in the Trademark Collateral (as that term is defined in the Trademark Security Agreement);

WHEREAS, the Trademark Security Agreement was recorded in the Trademark Division of the United States Patent and Trademark Office on January 14, 2016 at Reel 5709 and Frame 0492.

WHEREAS, the Agent now desires to terminate and release the entirety of its Security Interest in the Trademark Collateral;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and upon the terms set forth in this Release, the Agent hereby states as follows:

1. Definitions. Capitalized terms used in this Release and not otherwise defined herein have the meanings specified in the Trademark Security Agreement and Loan Documents, as applicable.

2. Release of Security Interest. The Agent hereby terminates, releases and discharges, without recourse, representation or warranty, its Security Interest in the Trademark Collateral, and any right, title or interest of the Agent in such Trademark Collateral shall hereby cease and become void. The Agent reassigns any and all such right, title and interest (if any) that the Agent may have in, to and under the Trademark Collateral to the Grantors.

3. Further Assurances. The Agent hereby agrees to duly execute, acknowledge, procure and deliver any further documents and to do such other acts as may be reasonably necessary to effect the release of the Security Interest contemplated hereby.

4. Governing Law. This Release shall be governed by and construed in accordance with the laws of the State of New York.

IN WITNESS WHEREOF, Agent has caused this Termination and Release to be duly executed as of the date first set forth above.

**BANK OF AMERICA, N.A.**  
as Agent

By Robert Bleichner

Name: Robert Bleichner

Title: Vice President

Address:

Bank of America, N.A.

333 South Hope Street, 19th Floor

Los Angeles, CA 90071

TERMINATION AND RELEASE OF  
TRADEMARK SECURITY AGREEMENT  
(CONNEXITY)  
SIGNATURE PAGE

**TRADEMARK**  
**REEL: 007413 FRAME: 0353**

## SCHEDULE I

### Trademarks

| Owner of Record | Mark                            | Serial No. / Date    | Reg. No. / Date     |
|-----------------|---------------------------------|----------------------|---------------------|
| Connexity, Inc. | AISLE A                         | 85675582<br>20120712 | 4304798<br>20130319 |
| Connexity, Inc. | AISLE A (TRIANGLE LOGO)         | 85729834<br>20120914 | 4305357<br>20130319 |
| Connexity, Inc. | AISLE A (WORD w/ LOGO)          | 85729820<br>20120914 | 4305356<br>20130319 |
| Connexity, Inc. | AUDIENCE DISCOVERY              | 85371707<br>20110714 | 4177274<br>20120717 |
| Connexity, Inc. | BE SO                           | 77786426<br>20090721 | 3894815<br>20101221 |
| Connexity, Inc. | BESO                            | 77786431<br>20090721 | 3894816<br>20101221 |
| Connexity, Inc. | BESO (stylized)                 | 77925261<br>20100201 | 3896354<br>20101228 |
| Connexity, Inc. | BESO SHOP IT ALL                | 77786436<br>20090721 | 3894817<br>20101221 |
| Connexity, Inc. | BESO SHOP IT ALL (Stylized)     | 77786444<br>20090721 | 3894818<br>20101221 |
| Connexity, Inc. | BIZRATE                         | 75197079<br>19961011 | 2109142<br>19971028 |
| Connexity, Inc. | BIZRATE - Flag Logo only        | 77876868<br>20091119 | 3926645<br>20110301 |
| Connexity, Inc. | BIZRATE with Flag logo          | 77876867<br>20091119 | 3926644<br>20110301 |
| Connexity, Inc. | BIZRATE.COM                     | 76034132<br>20000425 | 2503740<br>20011106 |
| Connexity, Inc. | BIZRATE CIRCLE OF EXCELLENCE    | 85205059<br>20101223 | 4018652<br>20110830 |
| Connexity, Inc. | (Certification Mark)            | 77283268<br>20070919 | 3470894<br>20080722 |
| Connexity, Inc. | CONNEXITY                       | 85026796<br>20100429 | 4051578<br>20111108 |
| Connexity, Inc. | DISCOVERY MADE SIMPLE           | 77127122<br>20070309 | 3489481<br>20080819 |
| Connexity, Inc. | FLAME (Logo)                    | 77285736<br>20070921 | 3466274<br>20080715 |
| Connexity, Inc. | INSTABUY                        | 85417680<br>20110908 | 4251137<br>20121127 |
| Connexity, Inc. | LOW PRICE SHOPPER               | 77406288<br>20080226 | 3687687<br>20090922 |
| Connexity, Inc. | POWERED BY INTENT               | 85729809<br>20120914 | 4305355<br>20130319 |
| Connexity, Inc. | POWERED BY SHOPPING             | 86414164<br>20141003 |                     |
| Connexity, Inc. | RETREVO                         | 78944123<br>20060803 | 3255925<br>20070626 |
| Connexity, Inc. | SHOPPING CART WITH FLAME (LOGO) | 78490931<br>20040928 | 3020506<br>20051129 |
| Connexity, Inc. | SHOPZILLA                       | 78544097<br>20050107 | 3119435<br>20060725 |
| Connexity, Inc. | TADA - US                       | 85098015<br>20100802 | 4071477<br>20111213 |

| <b>Owner of Record</b> | <b>Mark</b>         | <b>Serial No. / Date</b> | <b>Reg. No. / Date</b> |
|------------------------|---------------------|--------------------------|------------------------|
| Connexity, Inc.        | TADA (Logo)         | 85156219<br>20101019     | 3996654<br>20110719    |
| Become, Inc.           | BECOME              | 78511297<br>20041104     | 3220597<br>20070320    |
| Become, Inc.           | AIR                 | 78595301<br>20050325     | 3175307<br>20061121    |
| Connexity, Inc.        | HITWISE             | 2882957                  | 2882957<br>9/7/2004    |
| Connexity, Inc.        | SEARCH INTELLIGENCE | 7874037                  | 3094227<br>5/1/2005    |