

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM733607

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

## CONVEYING PARTY DATA

| Name                           | Formerly | Execution Date | Entity Type                                    |
|--------------------------------|----------|----------------|--|
| PNC BANK, NATIONAL ASSOCIATION |          | 06/08/2022     | National Banking Association:<br>UNITED STATES |

## RECEIVING PARTY DATA

|                        |                                     |
|------------------------|-------------------------------------|
| <b>Name:</b>           | ALLEGIANCE SOFTWARE, INC.           |
| <b>Street Address:</b> | 10355 S. Jordan Gateway, Suite 600  |
| <b>City:</b>           | South Jordan                        |
| <b>State/Country:</b>  | UTAH                                |
| <b>Postal Code:</b>    | 84095                               |
| <b>Entity Type:</b>    | Corporation: DELAWARE               |
| <b>Name:</b>           | INMOMENT HOLDINGS, LLC              |
| <b>Street Address:</b> | 10355 S. Jordan Gateway, Suite 600  |
| <b>City:</b>           | South Jordan                        |
| <b>State/Country:</b>  | UTAH                                |
| <b>Postal Code:</b>    | 84095                               |
| <b>Entity Type:</b>    | Limited Liability Company: DELAWARE |
| <b>Name:</b>           | INMOMENT RESEARCH, LLC              |
| <b>Street Address:</b> | 10355 S. Jordan Gateway, Suite 600  |
| <b>City:</b>           | South Jordan                        |
| <b>State/Country:</b>  | UTAH                                |
| <b>Postal Code:</b>    | 84095                               |
| <b>Entity Type:</b>    | Limited Liability Company: MISSOURI |

## PROPERTY NUMBERS Total: 21

| Property Type               | Number  | Word Mark                 |
|-----------------------------|---------|---------------------------|
| <b>Registration Number:</b> | 4538799 | BONFIRE                   |
| <b>Registration Number:</b> | 4603257 | CREATE CUSTOMERS FOR LIFE |
| <b>Registration Number:</b> | 4012263 | CUSTOMERPULSE             |
| <b>Registration Number:</b> | 4012259 | CUSTOMERVOICE             |
| <b>Registration Number:</b> | 4959267 | CX CAFÉ                   |
| <b>Registration Number:</b> | 5007392 | CXEVOLUTION               |

TRADEMARK

900699781

REEL: 007747 FRAME: 0688

OP \$540.00 4538799

| Property Type        | Number   | Word Mark     |
|----------------------|----------|---------------|
| Registration Number: | 5019469  | CXFORUM       |
| Registration Number: | 5249976  | CXFUEL        |
| Registration Number: | 5062094  | CXFUSION      |
| Registration Number: | 5038152  | CXSTANDARDS   |
| Registration Number: | 4012264  | EMPLOYEEPULSE |
| Registration Number: | 4012261  | EMPLOYEEVOICE |
| Registration Number: | 5886985  | ENVY AWARDS   |
| Registration Number: | 5124983  | MOBILECX      |
| Registration Number: | 4313040  | SMARTPROBE    |
| Registration Number: | 5147457  | SOCIALCX      |
| Registration Number: | 4012266  | SOCIALVOICE   |
| Registration Number: | 4310703  | SPOTLIGHT     |
| Registration Number: | 4356992  | CAPELLA       |
| Registration Number: | 2691626  | DEALERPULSE   |
| Serial Number:       | 88038780 | PROCX         |

#### 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:** 800-494-5225  
**Email:** ipteam@cogencyglobal.com  
**Correspondent Name:** Stewart Walsh  
**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> | 1707763 TM Rel 2 |
| <b>NAME OF SUBMITTER:</b>      | John Kline       |
| <b>SIGNATURE:</b>              | /John Kline/     |
| <b>DATE SIGNED:</b>            | 06/09/2022       |

**Total Attachments: 7**  
source=2 InMoment - IP Release 2#page1.tif  
source=2 InMoment - IP Release 2#page2.tif  
source=2 InMoment - IP Release 2#page3.tif  
source=2 InMoment - IP Release 2#page4.tif  
source=2 InMoment - IP Release 2#page5.tif  
source=2 InMoment - IP Release 2#page6.tif  
source=2 InMoment - IP Release 2#page7.tif

**TERMINATION AND RELEASE OF  
INTELLECTUAL PROPERTY SECURITY AGREEMENT**

THIS TERMINATION AND RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT (“Release”) is made as of this 8<sup>th</sup> day of June 2022, by PNC BANK, NATIONAL ASSOCIATION, in its capacity as agent (“Agent”), in favor of ALLEGIANCE SOFTWARE, INC., a Delaware corporation (“Allegiance”), INMOMENT HOLDINGS, LLC (f.k.a MARITZCX HOLDINGS LLC), a Delaware limited liability company (“Holdings”), and INMOMENT RESEARCH, LLC (f.k.a. MARITZCX RESEARCH LLC), a Missouri limited liability company (“Research”, together with Allegiance and Holdings, each a “Grantor” and collectively the “Grantors”).

WHEREAS, Grantors entered into a certain Intellectual Property Security Agreement with Agent, dated March 2, 2020, notice of which was recorded with the United States Patent and Trademark Office on March 12, 2020, at reel/frame 052092/0073, and on March 31, 2020, at reel/frame 006903/0421 (the “IP Security Agreement”). Capitalized terms used but not otherwise defined herein have the meanings given to them in the IP Security Agreement.

WHEREAS, Grantors granted to Agent, under the terms of the IP Security Agreement, a security interest in favor of Agent, in and to all of their right, title and interest in and to the IP Collateral, including without limitation the Trademarks listed in Schedule 1 (the “Trademarks”), the Patents listed in Schedule 2 (the “Patents”), and the Copyrights listed in Schedule 3 (the “Copyrights”, and together with the Trademarks and the Patents, collectively the “IP Collateral”).

WHEREAS, Agent has agreed to terminate and release its security interest in all such IP Collateral as herein provided.

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, Agent hereby releases, terminates and discharges its security interest in the IP Collateral listed on the schedules attached hereto and made a part hereof, and assigns, transfers and conveys to Grantors any interest in such IP Collateral, including the security interest.

If and to the extent the Agent has acquired any right, title or interest in, to or under any of the IP Collateral, without any representation, recourse or undertaking by the Agent, it hereby irrevocably reassigns and retransfers all such right, title and interest to the Grantor.

This Release and the rights and obligations of the parties hereunder shall be governed by, and shall be construed and enforced in accordance with, the laws of the State of New York without regard to conflict of laws principles thereto.

[Signature Page Follows]

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

**PNC BANK, NATIONAL ASSOCIATION,**  
as Agent

By: *Benjamin Denkin*  
Name: Benjamin Denkin  
Title: Senior Vice President