

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM804590

<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>
LBC CREDIT AGENCY SERVICES, LLC		04/07/2023	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ESCALENT, 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: 15</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2809961	MARKET STRATEGIES	
<b>Registration Number:</b>	4769385	COGENT BEAT	
<b>Registration Number:</b>	4837224	COGENT REPORTS	
<b>Registration Number:</b>	3856099	INVESTOR BRANDSCAPE	
<b>Registration Number:</b>	3856098	ADVISOR BRANDSCAPE	
<b>Registration Number:</b>	4744261	COGENT	
<b>Registration Number:</b>	4744262	COGENT	
<b>Registration Number:</b>	3856100	RETIREMENT PLANSCAPE	
<b>Registration Number:</b>	3615515	TEXTALYTICS	
<b>Serial Number:</b>	86612213	COGENT BEAT	
<b>Registration Number:</b>	1261295	MOR	
<b>Registration Number:</b>	3603196	CREATIVE MINDS. INTELLIGENT SOLUTIONS.	
<b>Registration Number:</b>	3603195	MORPACE	
<b>Registration Number:</b>	5183764	TRIMMIX	
<b>Serial Number:</b>	87724202	DATADIALOGUE	
<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</i>			

CH \$390.00 2809961

*using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

**Email:** APRILWHITE@PAULHASTINGS.COM  
**Correspondent Name:** PAUL HASTINGS LLP  
**Address Line 1:** 4747 EXECUTIVE DR., 12TH FLOOR  
**Address Line 4:** SAN DIEGO, CALIFORNIA 92121

<b>ATTORNEY DOCKET NUMBER:</b>	99515.00005
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<b>NAME OF SUBMITTER:</b>	April White
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<b>SIGNATURE:</b>	/April White/
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<b>DATE SIGNED:</b>	04/20/2023
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**Total Attachments: 4**

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**RELEASE OF SECURITY INTERESTS IN TRADEMARKS**

THIS RELEASE OF SECURITY INTERESTS IN TRADEMARKS ("Release") is made as of this 7th day of April, 2023, by LBC CREDIT AGENCY SERVICES, LLC, in its capacity as agent ("Agent"), in favor of ESCALENT, INC., a Michigan corporation, formerly known as Market Strategies, Inc. and successor by merger to Morpace, LLC (formerly known as Morpace Inc.) ("Company").

WHEREAS, as confirmed through that certain Payoff Letter, dated as of the date hereof, all obligations of the Company under the Loan Agreement (as defined in the Trademark Security Agreement (as defined below)) have been satisfied in full and, in connection therewith, the Company has requested that the Agent terminate and release its security interest in and to all of the right, title and interest of the Company in, to and under the Trademark Collateral (as defined in the Trademark Security Agreement).

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, Agent hereby unconditionally and irrevocably releases all liens and security interests granted by the Company in favor of Agent pursuant to that certain Trademark Security Agreement, dated as of June 22, 2018 (the "Trademark Security Agreement"), executed by the Company in favor of Agent and recorded with the United States Patent and Trademark Office on June 22, 2018 at Reel/Frame 6362/0129, including, without limitation, the trademarks listed on Schedule A attached hereto, as of the date hereof. The Agent hereby reassigns any and all rights, title and interest it has in the Trademark Collateral to the Company.

**[Signature Page Follows]**

IN WITNESS WHEREOF, Agent has caused this Release to be executed by its authorized officer as of the date of this Release.

**LBC CREDIT AGENCY SERVICES, LLC**, as  
Agent

By: 

Name: David E. Fraimow

Title: Senior Vice President

**SCHEDULE A**

Trademark Registrations and Applications

<u>Ser. No.</u>	<u>Registration/ Application No.</u>	<u>Mark</u>	<u>Jurisdiction</u>	<u>Owner of Record</u>
76/446260	2,809,961	Market Strategies	U.S.	Market Strategies, Inc.
86/061,095	4,769,385	Cogent Beat	U.S.	Market Strategies, Inc.
86/007,678	4,837,224	Cogent Reports	U.S.	Market Strategies, Inc.
77/924,072	3,856,099	Investor Brandscape	U.S.	Market Strategies, Inc.
77/924,062	3,856,098	Advisor Brandscape	U.S.	Market Strategies, Inc.
86/007,676	4,744,261	Cogent	U.S.	Market Strategies, Inc.
86/007,681	4,744,262	Cogent	U.S.	Market Strategies, Inc.
77/924,078	3,856,100	Retirement Planscape	U.S.	Market Strategies, Inc.
77/578,803	3,615,515	Textalytics	U.S.	Market Strategies, Inc.
SN 86612213	Pending	Cogent Beat	U.S.	Market Strategies, Inc.
N/A	International No. 1,034,467	Cogent Research	Madrid Protocol	Market Strategies, Inc.
N/A	International No. 1,044,993	Investor Brandscape	Madrid Protocol	Market Strategies, Inc.
N/A	International No. 1,043,500	Advisor Brandscape	Madrid Protocol	Market Strategies, Inc.
N/A	International No. 1,046,812	Retirement Planscape	Madrid Protocol	Market Strategies, Inc.
0523495	TMA320412	Market Opinion Research	Canada	MORPACE International, Inc.
73/392,896	1,261,295	MOR	U.S.	MORPACE INC.
77/184,338	3,603,196	CREATIVE MINDS. INTELLIGENT SOLUTIONS	U.S.	MORPACE INC.

<u>Ser. No.</u>	<u>Registration/ Application No.</u>	<u>Mark</u>	<u>Jurisdiction</u>	<u>Owner of Record</u>
77/184,334	3,603,195	MORPACE	U.S.	MORPACE INC.
87083063	5,183,764	TrimMix	U.S.	MORPACE INC.
87724202	Pending	DataDialogue	U.S.	MORPACE INC.