

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|---|------------------------------------|-------------------------------------|
| SUBMISSION TYPE: | | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | SECURITY INTEREST | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| KBP Holdings LLC | | 10/23/2009 | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Wells Fargo Capital Finance, LLC, formerly known as Wells Fargo Foothill, LLC, as Agent | | |
| Street Address: | One Boston Place, Suite 1800 | | |
| City: | Boston | | |
| State/Country: | MASSACHUSETTS | | |
| Postal Code: | 02108 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 85204766 | KIRSHENBAUM BOND SENECA + PARTNERS | |
| Serial Number: | 85204800 | KBS+P | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (312)863-7806 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 312-863-7198 | | |
| Email: | nancy.brougher@goldbergekohn.com | | |
| Correspondent Name: | Nancy Brougher | | |
| Address Line 1: | Goldberg Kohn Ltd. | | |
| Address Line 2: | 55 East Monroe Street, Suite 3300 | | |
| Address Line 4: | Chicago, ILLINOIS 60603 | | |
| ATTORNEY DOCKET NUMBER: | 1989.230 | | |
| NAME OF SUBMITTER: | Nancy Brougher | | |

OP \$65.00 85204766

900185308

**TRADEMARK
 REEL: 004488 FRAME: 0789**

| | |
|---|------------|
| Signature: | /njb/ |
| Date: | 03/02/2011 |
| Total Attachments: 10 source=MDC Trademark Security Agreement#page1.tif source=MDC Trademark Security Agreement#page2.tif source=MDC Trademark Security Agreement#page3.tif source=MDC Trademark Security Agreement#page4.tif source=MDC Trademark Security Agreement#page5.tif source=MDC Trademark Security Agreement#page6.tif source=MDC Trademark Security Agreement#page7.tif source=MDC Trademark Security Agreement#page8.tif source=MDC Trademark Security Agreement#page9.tif source=MDC Trademark Security Agreement#page10.tif | |

TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (this "Trademark Security Agreement") is made this 23rd day of October, 2009, by and among Grantors listed on the signature pages hereof (collectively, jointly and severally, "Grantors" and each individually "Grantor"), and WELLS FARGO FOOTHILL, LLC, a Delaware limited liability company ("WFF"), in its capacity as agent for the Lender Group and the Bank Product Providers (in such capacity, together with its successors and assigns in such capacity, "Agent").

WITNESSETH:

WHEREAS, pursuant to that certain Credit Agreement of even date herewith (as amended, restated, supplemented, or otherwise modified from time to time, including any replacement agreement therefor, being hereinafter referred to as the "Credit Agreement") by and among MDC Partners Inc., a corporation organized under the federal laws of Canada, as parent ("Parent"), Maxxcom Inc., a Delaware corporation, as borrower ("Borrower"), the lenders that are signatories thereto (such lenders, together with their respective successors and assigns in such capacity, each, individually, a "Lender" and, collectively, the "Lenders"), each of the Subsidiaries of Parent that is signatory thereto and WFF as Agent, the Lender Group has agreed to make certain loans and other financial accommodations available to Borrower from time to time pursuant to the terms and conditions thereof;

WHEREAS, the members of the Lender Group are willing to make the financial accommodations to Borrower as provided for in the Credit Agreement, but only upon the condition, among others, that Grantors shall have executed and delivered to Agent, for the benefit of Lender Group and the Bank Product Providers, that certain Security Agreement, dated as of October 23, 2009 (including all annexes, exhibits or schedules thereto, as from time to time amended, restated, supplemented or otherwise modified, the "Security Agreement"); and

WHEREAS, pursuant to the Security Agreement, Grantors are required to execute and deliver to Agent, for the benefit of Lender Group and the Bank Product Providers, this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and mutual covenants herein contained and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each Grantor hereby agrees as follows:

1. DEFINED TERMS. All initially capitalized terms used but not otherwise defined herein have the meanings given to them in the Security Agreement or, if not defined therein, in the Credit Agreement.

2. GRANT OF SECURITY INTEREST IN TRADEMARK COLLATERAL. Each Grantor hereby unconditionally grants, assigns, and pledges to Agent, for the benefit each member of the Lender Group and each of the Bank Product Providers, to secure the Secured Obligations, a continuing security interest (referred to in this Trademark Security Agreement as the "Security Interest") in all of such Grantor's right, title and interest in and to the following, whether now owned or hereafter acquired or arising (collectively, the "Trademark Collateral");

(a) all of its Trademarks and exclusive, inbound Intellectual Property Licenses for Trademarks to which it is a party including those referred to on Schedule I;

(b) all goodwill of the business connected with the use of, and symbolized by, each Trademark and each Trademark Intellectual Property License; and

(c) all proceeds (as that term is defined in the Code) of the foregoing, including any claim by such Grantor against third parties for past, present or future (i) infringement or dilution of any Trademark or any Trademarks exclusively licensed under any Intellectual Property License, including right to receive any damages, (ii) injury to the goodwill associated with any Trademark, or (iii) right to receive license fees, royalties, and other compensation under any Intellectual Property License for Trademarks.

3. SECURITY FOR SECURED OBLIGATIONS. This Trademark Security Agreement and the Security Interest created hereby secures the payment and performance of the Secured Obligations, whether now existing or arising hereafter. Without limiting the generality of the foregoing, this Trademark Security Agreement secures the payment of all amounts which constitute part of the Secured Obligations and would be owed by Grantors, or any of them, to Agent, the Lender Group, the Bank Product Providers or any of them, whether or not they are unenforceable or not allowable due to the existence of an Insolvency Proceeding involving any Grantor.

4. SECURITY AGREEMENT. The Security Interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interests granted to Agent, for the benefit of the Lender Group and the Bank Product Providers, pursuant to the Security Agreement. Each Grantor hereby acknowledges and affirms that the rights and remedies of Agent with respect to the Security Interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. To the extent there is any inconsistency between this Trademark Security Agreement and the Security Agreement, the Security Agreement shall control.

5. AUTHORIZATION TO SUPPLEMENT. If any Grantor shall obtain rights to any new trademarks, the provisions of this Trademark Security Agreement shall automatically apply thereto. Grantors shall give a written report on a quarterly basis to Agent with respect to any trademark rights that were acquired, registered, or filed by any Grantor during the prior period. Without limiting Grantors' obligations under this Section, Grantors hereby authorize Agent unilaterally to modify this Trademark Security Agreement by amending Schedule I to include any such new trademark rights of each Grantor. Notwithstanding the foregoing, no failure to so modify this Trademark Security Agreement or amend Schedule I shall in any way affect, invalidate or detract from Agent's continuing security interest in all Collateral, whether or not listed on Schedule I.

6. COUNTERPARTS. This Trademark Security Agreement may be executed in any number of counterparts and by different parties on separate counterparts, each of which, when executed and delivered, shall be deemed to be an original, and all of which, when taken together, shall constitute but one and the same Trademark Security Agreement. Delivery of an executed counterpart of this Trademark Security Agreement by telefacsimile or other electronic method of transmission shall be equally as effective as delivery of an original executed counterpart of this

Trademark Security Agreement. Any party delivering an executed counterpart of this Trademark Security Agreement by telefacsimile or other electronic method of transmission also shall deliver an original executed counterpart of this Trademark Security Agreement but the failure to deliver an original executed counterpart shall not affect the validity, enforceability, and binding effect of this Trademark Security Agreement.

7. THE VALIDITY OF THIS TRADEMARK SECURITY AGREEMENT, THE CONSTRUCTION, INTERPRETATION, AND ENFORCEMENT HEREOF, AND THE RIGHTS OF THE PARTIES HERETO WITH RESPECT TO ALL MATTERS ARISING HEREUNDER OR RELATED HERETO SHALL BE DETERMINED UNDER, GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK.

8. THE PARTIES AGREE THAT ALL ACTIONS OR PROCEEDINGS ARISING IN CONNECTION WITH THIS TRADEMARK SECURITY AGREEMENT SHALL BE TRIED AND LITIGATED ONLY IN THE STATE AND, TO THE EXTENT PERMITTED BY APPLICABLE LAW, FEDERAL COURTS LOCATED IN THE COUNTY OF NEW YORK, STATE OF NEW YORK; PROVIDED, HOWEVER, THAT ANY SUIT SEEKING ENFORCEMENT AGAINST ANY COLLATERAL OR OTHER PROPERTY MAY BE BROUGHT, AT AGENT'S OPTION, IN THE COURTS OF ANY JURISDICTION WHERE AGENT ELECTS TO BRING SUCH ACTION OR WHERE SUCH COLLATERAL OR OTHER PROPERTY MAY BE FOUND. AGENT AND EACH GRANTOR WAIVE, TO THE EXTENT PERMITTED UNDER APPLICABLE LAW, ANY RIGHT EACH MAY HAVE TO ASSERT THE DOCTRINE OF FORUM NON CONVENIENS OR TO OBJECT TO VENUE TO THE EXTENT ANY PROCEEDING IS BROUGHT IN ACCORDANCE WITH THIS SECTION 8.

9. TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, AGENT AND EACH GRANTOR HEREBY WAIVE THEIR RESPECTIVE RIGHTS TO A JURY TRIAL OF ANY CLAIM OR CAUSE OF ACTION BASED UPON OR ARISING OUT OF THIS AGREEMENT OR ANY OF THE TRANSACTIONS CONTEMPLATED HEREIN, INCLUDING CONTRACT CLAIMS, TORT CLAIMS, BREACH OF DUTY CLAIMS, AND ALL OTHER COMMON LAW OR STATUTORY CLAIMS. AGENT AND EACH GRANTOR REPRESENT THAT EACH HAS REVIEWED THIS WAIVER AND EACH KNOWINGLY AND VOLUNTARILY WAIVES ITS JURY TRIAL RIGHTS FOLLOWING CONSULTATION WITH LEGAL COUNSEL. IN THE EVENT OF LITIGATION, A COPY OF THIS TRADEMARK SECURITY AGREEMENT MAY BE FILED AS A WRITTEN CONSENT TO A TRIAL BY THE COURT.

[signature page follows]

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Security Agreement to be executed and delivered as of the day and year first above written.

GRANTORS:

COMPANY C COMMUNICATIONS LLC,
a Delaware limited liability company

COLLE & MCVOY, INC.,
a Delaware limited liability company

CRISPIN PORTER & BOGUSKY LLC,
a Delaware limited liability company

KBP HOLDINGS LLC,
a Delaware limited liability company

KIRSHENBAUM BOND & PARTNERS LLC,
a Delaware limited liability company

MONO ADVERTISING, LLC,
a Delaware limited liability company

REDSOULT LLC,
a Delaware limited liability company


SOURCE MARKETING LLC,
a New York limited liability company

TRAFFIC GENERATORS, LLC,
a Georgia limited liability company

YAMAMOTO MOSS MACKENZIE, INC.,
a Delaware corporation

ZYMAN GROUP, LLC,
a Delaware limited liability company

By: 
Name: MICHAEL SARATINO
Title: Authorized Signatory

By: 
Name: MITCHELL GENDEL
Title: Authorized Signatory

HELLO DESIGN, LLC,
a California limited liability company

By: MMJell
Name: M. S. CHEN GONDZI
Title: Authorized Signatory

By: _____
Name: DAVIDIA
Title: Authorized Signatory

MDC PARTNERS INC., a federal company organized
under the laws of Canada

By: _____
Name: Robert E. Dickson
Title: Managing Director

By: _____
Name: Glenn Gibson
Title: Senior Vice President

HELLO DESIGN, LLC,
a California limited liability company

By: 
Name: DAVID LAI
Title: Authorized Signatory

By: _____
Name: _____
Title: Authorized Signatory

MDC PARTNERS INC., a federal company organized
under the laws of Canada

By: _____
Name: Robert E. Dickson
Title: Managing Director

By: _____
Name: Glenn Gibson
Title: Senior Vice President

HELLO DESIGN, LLC,
a California limited liability company

By: _____
Name: _____
Title: Authorized Signatory

By: _____
Name: _____
Title: Authorized Signatory

MDC PARTNERS INC., a federal company organized
under the laws of Canada

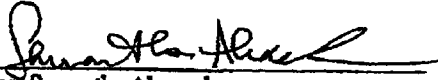
By: _____
Name: Robert E. Dickson
Title: Managing Director

By: _____
Name: Glenn Gibson
Title: Senior Vice President

AGENT:

ACCEPTED AND ACKNOWLEDGED BY:

**WELLS FARGO FOOTHILL, LLC,
a Delaware limited liability company**

By: 
Name: Samantha Alexander
Title: Vice President

Signature Page to Trademark Security Agreement

**TRADEMARK
REEL: 004488 FRAME: 0798**

SCHEDULE I
to
TRADEMARK SECURITY AGREEMENT

U.S. Trademark Registrations/Applications

| GRANTOR | TRADEMARK | Application or Registration No. | App/Reg Date |
|---|---|---------------------------------|--------------|
| Colle & McVoy, Inc. | Exponent | 3,134,299 | 08/22/06 |
| Company C Communications, LLC | Company C | 3,407,874 | 04/08/08 |
| Company C Communications, LLC | Company C – Create Connect Compel | 3,397,130 | 03/18/08 |
| Crispin Porter & Bogusky LLC | Radar Communications | 2,940,276 | 04/12/05 |
| Crispin Porter & Bogusky LLC | R Service Mark for Radar Communications | 2,709,288 | 04/22/03 |
| Crispin Porter & Bogusky LLC | Crispin Porter + Bogusky | 77/787,613 | 07/23/09 |
| Crispin Porter & Bogusky LLC | Crispin Porter + Bogusky | 77/787,616 | 07/23/09 |
| Hello Design, LLC | Hello Design | 3,348,323 | 12/04/07 |
| KBP Holdings LLC | Kirshenbaum Bond & Partners | 2,512,364 | 11/27/01 |
| KBP Holdings LLC | KBP | 2,524,839 | 01/01/02 |
| KBP Holdings LLC | The Media Kitchen | 2,956,648 | 05/31/05 |
| KBP Holdings LLC | KIRSHENBAUM BOND SENECA + PARTNERS | 85/204,766 | 12/23/10 |
| KBP Holdings LLC | KBS+P | 85/204,800 | 12/23/10 |
| Kirshenbaum Bond Senecal & Partners LLC | Serious Chutzpah | 3,498,936 | 09/09/08 |
| Kirshenbaum Bond Senecal & Partners LLC | Spies & Assassins | 85/045,337 | 05/21/10 |
| MDC Partners Inc. | Perpetual Partnership | 2,976,363 | 07/26/05 |
| MDC Partners Inc. | Where Great Talent Lives | 3,629,209 | 06/02/09 |
| MDC Partners Inc. | Boulder Digital Works | 77/852,538 | |
| Mono Advertising, LLC | Mono | 3,237,911 | 05/01/07 |
| Redscout LLC | Talent for Growth | 3,424,776 | 05/06/08 |
| Redscout LLC | Redscout | 3,311,579 | 11/16/07 |
| Source Marketing LLC | Envi Marketing | 3,598,917 | 03/31/09 |
| Source Marketing LLC | Envi Marketing | 3,598,918 | 03/31/09 |
| Source Marketing LLC | Profitable by Nature | 3,598,919 | 03/31/09 |
| Source Marketing LLC | Antidote 360 | 3,793,051 | 05/25/10 |
| Source Marketing LLC | Think 360 | 2,964,776 | 07/05/05 |
| Source Marketing LLC | Think Kids 360 | 2,964,783 | 07/05/05 |
| Traffic Generators LLC | Traffic Generators | 2,917,492 | 01/11/05 |

| GRANTOR | TRADEMARK | Application or Registration No. | App/Reg Date |
|------------------------------|----------------------------------|--|---------------------|
| Yamamoto Moss Mackenzie Inc. | Tease train sustain | 2,887,441 | 08/21/04 |
| Yamamoto Moss Mackenzie Inc. | B2S Marketing | 3,202,559 | 01/23/07 |
| Yamamoto Moss Mackenzie Inc. | Endless Imagination | 2,543,554 | 02/26/02 |
| Zyman Group, LLC | Empowering World Class Marketing | 2,560,225 | 04/09/02 |
| Zyman Group, LLC | Teomawki | 2,574,458 | 05/28/02 |
| Zyman Group, LLC | Z (stylized) | 2,725,056 | 06/10/03 |
| Zyman Group, LLC | Z Group | 2,554,051 | 03/26/02 |
| Zyman Group, LLC | ZMG | 2,725,152 | 06/10/03 |
| Zyman Group, LLC | Zyman Group | 2,922,261 | 02/01/05 |
| Zyman Group, LLC | ZMarketing | 2,557,199 | 04/02/02 |
| Zyman Group, LLC | Zyman Marketing Group | 2,743,246 | 07/29/03 |
| Zyman Group, LLC | Zyman Marketing Group | 2,725,156 | 06/10/03 |
| Zyman Group, LLC | Zyman Group | 1241736 (Canada) | |
| Zyman Group, LLC | ZMarketing | 587065 (Canada) | |

Exclusive Inbound Trademark Licenses

NONE