

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mobile Awareness, LLC		07/10/2013	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	The Director of the Ohio Development Services Agency		
Street Address:	77 South High Street		
Internal Address:	28th Floor		
City:	Columbus		
State/Country:	OHIO		
Postal Code:	43215		
Entity Type:	STATE AGENCY: UNITED STATES		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3949767	REDUCING THE TOTAL COST OF SAFETY	
Registration Number:	3939535	SENSESTAT	
Registration Number:	3939534	VISIONSTAT	
Registration Number:	3906301	MOBILE AWARENESS	
Registration Number:	3771158	TIRESTAT	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	trademarks@kmklaw.com		
Correspondent Name:	Cheryl S. Scotney, c/o KMK		
Address Line 1:	1 East 4th Street		
Address Line 2:	Suite 1400		
Address Line 4:	Cincinnati, OHIO 45202		

OP \$140.00 3949767

ATTORNEY DOCKET NUMBER:	JO0500FI0004
NAME OF SUBMITTER:	Cheryl S. Scotney
Signature:	/Cheryl S. Scotney/
Date:	07/22/2013
Total Attachments: 6 source=mobileawareness#page1.tif source=mobileawareness#page2.tif source=mobileawareness#page3.tif source=mobileawareness#page4.tif source=mobileawareness#page5.tif source=mobileawareness#page6.tif	

INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT (this "*IP Security Agreement*"), dated as of July 10, 2013, is made by MOBILE AWARENESS, LLC, an Ohio limited liability company (the "*Borrower*"), in favor of THE DIRECTOR OF THE OHIO DEVELOPMENT SERVICES AGENCY (the "*Director*").

Background Information

As a condition precedent to the making of a loan by the Director under the Loan Agreement dated as of July 10, 2013 (the "*Loan Agreement*") between the Borrower and the Director, the Borrower has executed and delivered to the Director that certain Security Agreement dated as of July 10, 2013, made by and among the Borrower and the Director (the "*Security Agreement*"); and

Under the terms of the Security Agreement, the Borrower has granted to the Director a security interest in, among other property, certain intellectual property of the Borrower, and has agreed to execute and deliver this IP Security Agreement, for recording with national, federal and state government authorities, including, but not limited to, the United States Patent and Trademark Office and the United States Copyright Office.

Provisions

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Borrower agrees with the Director as follows:

Section 1. Grant of Security. The Borrower hereby pledges and grants to the Director for the benefit of the Director a security interest in and to all of the right, title and interest of the Borrower in, to and under the following, wherever located, and whether now existing or hereafter arising or acquired from time to time (the "*IP Collateral*"):

(a) the patents and patent applications set forth in Schedule 1 hereto and all reissues, divisions, continuations, continuations-in-part, renewals, extensions and re-examinations thereof and amendments thereto (the "*Patents*");

(b) the trademark registrations and applications set forth in Schedule 2 hereto, together with the goodwill connected with the use of and symbolized thereby and all extensions and renewals thereof (the "*Trademarks*"), excluding only United States intent-to-use trademark applications to the extent that and solely during the period in which the grant of a security interest therein would impair, under applicable federal law, the registrability of such applications or the validity or enforceability of registrations issuing from such applications;

(c) the copyright registrations, applications and copyright registrations and applications exclusively licensed to the Borrower set forth in Schedule 3 hereto, and all extensions and renewals thereof (the "*Copyrights*");

(d) all rights of any kind whatsoever of the Borrower accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world;

(e) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(f) any and all claims and causes of action, with respect to any of the foregoing, whether occurring before, on or after the date hereof, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

Section 2. Recordation. The Borrower authorizes the Commissioner for Patents, the Commissioner for Trademarks and the Register of Copyrights and any other government officials to record and register this IP Security Agreement upon request by the Director.

Section 3. Loan Documents. This IP Security Agreement has been entered into pursuant to and in conjunction with the Security Agreement, which is hereby incorporated by reference. The provisions of the Security Agreement shall supersede and control over any conflicting or inconsistent provision herein. The rights and remedies of the Director with respect to the IP Collateral are as provided by the Loan Agreement, the Security Agreement and the other Loan Documents, and nothing in this IP Security Agreement shall be deemed to limit such rights and remedies.

Section 4. Execution in Counterparts. This IP Security Agreement may be executed by one or more of the parties to this Agreement on any number of separate counterparts (including by telecopy), and all of said counterparts taken together shall be deemed to constitute one and the same instrument.

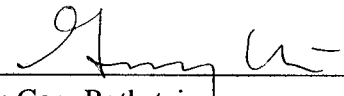
Section 5. Successors and Assigns. This IP Security Agreement will be binding on and shall inure to the benefit of the parties hereto and their respective successors and assigns.

Section 6. Governing Law. This IP Security Agreement and any claim, controversy, dispute or cause of action (whether in contract or tort or otherwise) based upon, arising out of or relating to this IP Security Agreement and the transactions contemplated hereby and thereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Ohio, without giving effect to any choice or conflict of law provision or rule (whether of the State of Ohio or any other jurisdiction).

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Borrower has caused this IP Security Agreement to be duly executed and delivered as of the date first above written.

MOBILE AWARENESS, LLC

By 
Name: Gary Rothstein
Title: President

AGREED TO AND ACCEPTED:

THE DIRECTOR OF THE OHIO
DEVELOPMENT SERVICES
AGENCY


By 
Name:
Title: **Ryan D. Burgess**
Assistant Director

EXHIBIT A

SCHEDULES

Schedule 1 – Issued Patents and Patent Applications

Issued Patents - none

Pending Applications:

<u>Serial Number</u>	<u>Filing Date</u>	<u>Title</u>
US13/662285	10-26-2012	Rigid Tire-Mountable Sensor

Schedule 2 – Trademark Registrations and Applications

<u>Trademark/Class</u>	<u>Jurisdiction</u>	<u>Registration/ Serial No.</u>	<u>Date of Registration/ Application</u>
Reducing the Total Cost of Safety/009	US	3949767	4-26-2011
SenseStat/009	US	3939535	4-5-2011
VisionStat/009	US	3939534	4-5-2011
Mobile Awareness (design Plus logo)/009	US	3906301	1-18-2011
TireStat/009	US	3771158	4-6-2010

Pending Applications:

None

Schedule 3 – Copyright Registrations and Applications

Copyright	Registration Number	Registration Date
None.		

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