

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
Reno Acquisitions, LLC		07/24/2013	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

Name:	Barclays Bank PLC
Street Address:	745 7th Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
Entity Type:	Public Limited Company: UNITED KINGDOM

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	4200335	CHANNEL MONITOR
Registration Number:	3372015	DYNAMITE DATA
Registration Number:	4229264	DYNAMITE DATA
Registration Number:	4224925	DYNAMITE DEALS
Registration Number:	3474720	EXPLOSIVE DATA ON DEMAND
Serial Number:	85769058	RETAIL TRAIL

**CORRESPONDENCE DATA**

Fax Number:

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Email: dcassinelli@proskauer.com

Correspondent Name: Diane Cassinelli

Address Line 1: c/o Proskauer Rose LLP

Address Line 2: One International Place

Address Line 4: Boston, MASSACHUSETTS 02110

CH \$165.00 4200335

**TRADEMARK**

ATTORNEY DOCKET NUMBER:	15431/034
NAME OF SUBMITTER:	Diane Cassinelli
Signature:	/Diane Cassinelli/
Date:	07/24/2013
<b>Total Attachments: 7</b> source=Trademark Security Agreement (MT First Amd ) (3)#page1.tif source=Trademark Security Agreement (MT First Amd ) (3)#page2.tif source=Trademark Security Agreement (MT First Amd ) (3)#page3.tif source=Trademark Security Agreement (MT First Amd ) (3)#page4.tif source=Trademark Security Agreement (MT First Amd ) (3)#page5.tif source=Trademark Security Agreement (MT First Amd ) (3)#page6.tif source=Trademark Security Agreement (MT First Amd ) (3)#page7.tif	

## TRADEMARK SECURITY AGREEMENT

This **TRADEMARK SECURITY AGREEMENT**, dated as of July 24, 2013 (as it may be amended, restated, supplemented or otherwise modified from time to time, this "**Agreement**"), is made by the entities identified as grantors on the signature pages hereto (collectively, the "**Grantors**") in favor of Barclays Bank PLC, as collateral agent for the Secured Parties (in such capacity, together with its successors and permitted assigns, the "**Collateral Agent**").

**WHEREAS**, the Grantors are party to a Pledge and Security Agreement dated as of August 9, 2012 (as amended, restated, modified or supplemented the "**Pledge and Security Agreement**") between each of the Grantors and the other grantors party thereto, the Collateral Agent and Barclays Private Credit Partners LLC pursuant to which the Grantors granted a security interest to the Collateral Agent in the Trademark Collateral (as defined below) and are required to execute and deliver this Agreement.

**NOW, THEREFORE**, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Grantors hereby agree with the Collateral Agent as follows:

### **SECTION 1. Defined Terms**

Unless otherwise defined herein, terms defined in the Pledge and Security Agreement and used herein have the meaning given to them in the Pledge and Security Agreement.

### **SECTION 2. Grant of Security Interest in Trademark Collateral**

**SECTION 2.1 Grant of Security.** To secure the Secured Obligations, each Grantor hereby grants to the Collateral Agent, for the benefit of the Secured Parties, a security interest in and continuing lien on all of such Grantor's right, title and interest in, to and under the following, in each case whether now owned or existing or hereafter acquired, developed, created or arising and wherever located (collectively, the "Trademark Collateral"):

- (a) all United States trademarks, trade names, trade dress, corporate names, company names, business names, fictitious business names, Internet domain names, service marks, certification marks, collective marks, logos, other source or business identifiers, designs and general intangibles of a like nature, whether or not registered, and with respect to any and all of the foregoing: (i) all registrations and applications therefor including, without limitation, the registrations and applications listed or required to be listed in Schedule A attached hereto, (ii) all extensions or renewals of any of the foregoing, (iii) all of the goodwill of the business connected with the use of and symbolized by any of the foregoing, (iv) the right to sue or otherwise recover for any past, present and future infringement, dilution or other violation of any of the foregoing or for any injury to the related goodwill, (v) all Proceeds of the foregoing, including, without limitation, license fees, royalties, income, payments, claims, damages, and proceeds of suit now or hereafter due and/or payable with respect thereto, and (vi) all other rights of any kind accruing thereunder or pertaining thereto in the United States; and
- (b) any and all agreements, licenses and covenants providing for the granting of any exclusive right to such Grantor in or to any registered Trademark or application therefor including, without limitation, each agreement listed on or required to be listed in

Schedule B attached hereto, and, if available to Grantor under such agreements, licenses and/or covenants, the right to sue or otherwise recover for past, present and future infringement or other violation or impairment thereof, including the right to receive all Proceeds therefrom, including without limitation license fees, royalties, income, payments, claims, damages and proceeds of suit, now or hereafter due and/or payable with respect thereto.

**SECTION 2.2 Certain Limited Exclusions.** Notwithstanding anything herein to the contrary, in no event shall the Trademark Collateral include or the security interest granted under Section 2.1 hereof attach to any "intent-to-use" application for registration of a Trademark filed pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. § 1051, prior to the filing of a "Statement of Use" pursuant to Section 1(d) of the Lanham Act or an "Amendment to Allege Use" pursuant to Section 1(c) of the Lanham Act with respect thereto, solely to the extent, if any, that, and solely during the period, if any, in which, the grant of a security interest therein would impair the validity or enforceability of any registration that issues from such intent-to-use application under applicable federal law.

### **SECTION 3. Security Agreement**

The security interest granted pursuant to this Agreement is granted in conjunction with the security interest granted to the Collateral Agent for the Secured Parties pursuant to the Pledge and Security Agreement, and the Grantors hereby acknowledge and affirm that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Pledge and Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event that any provision of this Agreement is deemed to conflict with the Pledge and Security Agreement, the provisions of the Pledge and Security Agreement shall control.

### **SECTION 4. Governing Law**

THIS AGREEMENT AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES HEREUNDER AND ALL CLAIMS AND CONTROVERSIES ARISING OUT OF THE SUBJECT MATTER HEREOF WHETHER SOUNDING IN CONTRACT LAW, TORT LAW OR OTHERWISE SHALL BE GOVERNED BY, AND SHALL BE CONSTRUED AND ENFORCED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK, WITHOUT REGARD TO CONFLICTS OF LAW PROVISIONS THAT WOULD RESULT IN THE APPLICATION OF ANY OTHER LAW (OTHER THAN ANY MANDATORY PROVISIONS OF LAW RELATING TO THE LAW GOVERNING PERFECTION AND THE EFFECT OF PERFECTION OF THE SECURITY INTEREST).

### **SECTION 5. Counterparts**

This Agreement may be executed in one or more counterparts and by different parties hereto in separate counterparts, each of which when so executed and delivered shall be deemed an original, but all such counterparts together shall constitute but one and the same instrument.

[Remainder of page intentionally left blank]

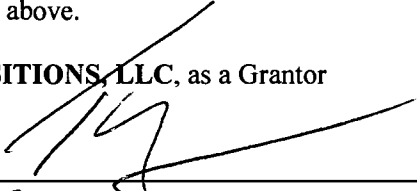
**IN WITNESS WHEREOF**, each Grantor has caused this Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

**RENO ACQUISITIONS, LLC**, as a Grantor

By: \_\_\_\_\_

Name:

Title:

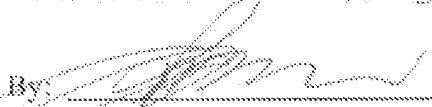
  
TIMOTHY N. BARRETT  
CFO

**TRADEMARK**

**REEL: 005077 FRAME: 0852**

Accepted and Agreed:

BARCLAYS BANK PLC, as Agent

By:   
Name: \_\_\_\_\_  
Title: Simon G. Green  
Vice President

**SCHEDULE A**  
to  
**TRADEMARK SECURITY AGREEMENT**

**UNITED STATES TRADEMARK REGISTRATIONS AND APPLICATIONS**

<b>TRADEMARK</b>	<b>OWNER</b>	<b>APPLICATION NO</b>	<b>REGISTRATION NO</b>	<b>REGISTRATION DATE</b>	<b>TRADEMARK STATUS</b>
CHANNEL MONITOR	Reno Acquisitions, LLC	85/544,336	4,200,335	Aug-28-2012	Registered on the Supplemental Registry (1)
DYNAMITE DATA	Reno Acquisitions, LLC	77/176,455	3,372,015	Jan-22-2008	Registered
DYNAMITE DATA (Design)	Reno Acquisitions, LLC	85/544,349	4229264	Oct-23-2012	Registered
DYNAMITE DEALS	Reno Acquisitions, LLC	85/544,365	4224925	Oct-16-2012	Registered
EXPLOSIVE DATA ON DEMAND	Reno Acquisitions, LLC	77/176,461	3,474,720	Jul-29-2008	Registered

RETAIL TRAIL	Reno Acquisitions, LLC	85769058			Pending; (2)
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(1) The Supplemental Register is reserved for nondistinctive marks that are capable of acquiring distinctiveness (i.e. “secondary meaning”), but have not yet done so.

(2) On May 29th, 2013, Dynamite Data, LLC (from whom this mark was acquired) was informed that the trademark examiner at the United States Patent and Trademark Office (“USPTO”) accepted the RETAIL TRAIL trademark application for publication in the Official Gazette of the on May 28, 2013. Dynamite Data, LLC received a notice of allowance from the USPTO on July 23, 2013. In order to obtain federal registration of the mark the Company must submit a Statement of Use with the USPTO.



**SCHEDULE B**  
**to**  
**TRADEMARK SECURITY AGREEMENT**  
**EXCLUSIVE TRADEMARK LICENSES**

None.