

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM318142

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Acosta, Inc.		09/26/2014	CORPORATION: DELAWARE
Mosaic Parent Holdings Inc.		09/26/2014	CORPORATION: DELAWARE
AMG Marketing Services, LLC		09/26/2014	LIMITED LIABILITY COMPANY: DELAWARE
Acosta Frontline, LLC		09/26/2014	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	JPMorgan Chase Bank, N.A., as Collateral Agent
Street Address:	IL1-1145/54/63, P.O. Box 6026
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60680
Entity Type:	Bank: UNITED STATES

PROPERTY NUMBERS Total: 29

Property Type	Number	Word Mark
Registration Number:	2018943	ACOSTA
Registration Number:	4446423	AMG
Registration Number:	4577084	DECONSTRUCTION
Registration Number:	4565719	DESIGNED TO DRIVE PURCHASE
Registration Number:	4593880	HUNTER STRAKER
Registration Number:	2797784	INFOLYNC
Registration Number:	3845288	MATCHPOINT MARKETING
Serial Number:	85927641	NORTH AMERICA'S ONLY PURCHASE DESIGN AGE
Registration Number:	4579770	PROMO DEPOT
Registration Number:	4579721	PROMO DEPOT
Registration Number:	4580181	PROMO DEPOT
Registration Number:	4580182	PROMO DEPOT
Serial Number:	85927483	PURCHASE DESIGN
Registration Number:	3509694	SHOPPER FIRST
Registration Number:	3424284	SKURITE
Registration Number:	4153906	THE WHY? BEHIND THE BUY TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4334536	TRUSTED BRANDS TRUST US
Registration Number:	4334531	TRUSTED BRANDS TRUST US
Registration Number:	3618570	GATHER 'ROUND THE GRILL
Registration Number:	3625810	HEALTHY WITH OUR HELP
Registration Number:	3720674	TAKE A PEAK...
Registration Number:	3720673	TAP INTO MYPYRAMID
Registration Number:	4244394	DOOR UP
Registration Number:	4244395	EXPERIENCE EXTENDED
Registration Number:	4502105	LOCALSOCIAL
Registration Number:	4558133	MOSAIC
Registration Number:	4558134	MOSAIC
Registration Number:	4240288	PEOPLE AS MEDIA
Registration Number:	2174552	FRONTLINE MARKETING

CORRESPONDENCE DATA

Fax Number: 2123037064

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: 212.318.6824

Email: christinedionne@paulhastings.com

Correspondent Name: Christine Dionne c/o Paul Hastings LLP

Address Line 1: 75 East 55th Street

Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	92007.00003
NAME OF SUBMITTER:	Christine Dionne
SIGNATURE:	/Christine Dionne/
DATE SIGNED:	09/26/2014

Total Attachments: 13

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This **INTELLECTUAL PROPERTY SECURITY AGREEMENT** (as amended, amended and restated, supplemented or otherwise modified from time to time, the "IP Security Agreement") dated September 26, 2014, is among the Persons listed on the signature pages hereof (collectively, the "Grantors") and JPMorgan Chase Bank, N.A., as collateral agent (the "Collateral Agent") for the Secured Parties (as defined in the Credit Agreement referred to below).

Reference is made to (i) the Credit Agreement dated as of September 26, 2014 (as it may hereafter be amended, amended and restated, supplemented, replaced, refinanced or otherwise modified from time to time) among ANNA MERGER SUB, INC., a corporation organized under the laws of Delaware as the Initial Borrower, immediately upon consummation of the Merger (as defined in the Credit Agreement), ACOSTA HOLDCO, INC., a corporation organized under the laws of Delaware as the Surviving Borrower, ANNA ACQUISITION COMPANY, INC., a corporation organized under the laws of Delaware as Holdings, JPMORGAN CHASE BANK, N.A., as Administrative Agent, Collateral Agent, Swing Line Lender and L/C Issuer, and the other parties party thereto and (ii) the Security Agreement dated September 26, 2014 (as amended, amended and restated, supplemented or otherwise modified from time to time, the "Security Agreement"), among the Grantors from time to time party thereto and the Collateral Agent. Capitalized terms defined in the Credit Agreement or the Security Agreement and not otherwise defined herein are used herein as defined in the Credit Agreement or the Security Agreement (and in the event of a conflict, the applicable definition shall be the one given to such term in the Security Agreement).

WHEREAS, as a condition precedent to the making of the Loans by the Lenders from time to time and the issuance of Letters of Credit by the L/C Issuers from time to time, the entry into Secured Hedge Agreements by the Hedge Banks from time to time and the entry into Secured Cash Management Agreements by the Cash Management Banks from time to time, each Grantor has executed and delivered the Security Agreement.

WHEREAS, under the terms of the Security Agreement, the Grantors have granted to the Collateral Agent, for the benefit of the Secured Parties, a security interest in, among other property, certain intellectual property of the Grantors, and have agreed thereunder to execute this IP Security Agreement for recording with the USPTO and/or the USCO, as applicable.

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

Section 1. Grant of Security. Each Grantor hereby collaterally assigns and pledges to the Collateral Agent (and its successors and assigns), for the benefit of the Secured Parties, and each Grantor hereby grants to the Collateral Agent (and its successors and assigns), for the benefit of the Secured Parties, a security interest in all of such Grantor's right, title and interest in and to the following, whether now owned or hereafter acquired by the undersigned (the "Collateral");

- (i) the patents and patent applications set forth in Schedule A hereto (the "Patents");
- (ii) the trademark and service mark registrations and applications set forth in Schedule B hereto (provided that no security interest shall be granted in United States intent-to-use trademark applications to the extent that, and so long as creation of a security interest therein or the assignment thereof would result in the loss of any material rights therein), together with the goodwill symbolized thereby (the "Trademarks");

(iii) all copyrights, whether registered or unregistered, including, without limitation, the copyright registrations and applications and exclusive copyright licenses set forth in Schedule C hereto (the “Copyrights”);

(iv) all reissues, divisions, continuations, continuations-in-part, extensions, renewals and reexaminations of any of the foregoing, all rights in the foregoing provided by international treaties or conventions, all rights corresponding thereto throughout the world and all other rights of any kind whatsoever of such Grantor accruing thereunder or pertaining thereto;

(v) any and all claims for damages and injunctive relief for past, present and future infringement, dilution, misappropriation, violation, misuse or breach with respect to any of the foregoing, with the right, but not the obligation, to sue for and collect, or otherwise recover, such damages; and

(vi) any and all proceeds of, collateral for, income, royalties and other payments now or hereafter due and payable with respect to, and supporting obligations relating to, any and all of the Collateral of or arising from any of the foregoing;

provided that notwithstanding anything to the contrary contained in the foregoing clauses (i) through (vi), the security interest created hereby shall not extend to, and the term “Collateral” shall not include, any Excluded Property.

Section 2. Security for Obligations. The grant of a security interest in, the Collateral by each Grantor under this IP Security Agreement secures the payment of all Secured Obligations of such Grantor now or hereafter existing under or in respect of the Secured Documents (as such Secured Documents may be amended, amended and restated, supplemented, replaced, refinanced or otherwise modified from time to time (including any increases of the principal amount outstanding thereunder)), whether direct or indirect, absolute or contingent, and whether for principal, reimbursement obligations, interest, premiums, penalties, fees, indemnifications, contract causes of action, costs, expenses or otherwise. Without limiting the generality of the foregoing, this IP Security Agreement secures, as to each Grantor, the payment of all amounts that constitute part of the Secured Obligations that would be owed by such Grantor to any Secured Party under the Secured Documents but for the fact that they are unenforceable or not allowable due to the existence of a bankruptcy, or reorganization or similar proceeding involving a Loan Party.

Section 3. Recordation. Each Grantor authorizes and requests that the Register of Copyrights, the Commissioner for Patents and the Commissioner for Trademarks record this IP Security Agreement.

Section 4. Execution in Counterparts. This IP Security Agreement may be executed in any number of counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement.

Section 5. Grants, Rights and Remedies. This IP Security Agreement has been entered into in conjunction with the provisions of the Security Agreement. Each Grantor does hereby acknowledge and confirm that the grant of the security interest hereunder to, and the rights and remedies of, the Collateral Agent with respect to the Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated herein by reference as if fully set forth herein. In the event of any conflict between the terms of this IP Security Agreement and the terms of the Security Agreement, the terms of the Security Agreement shall govern.

Section 6. Governing Law; Jurisdiction; Etc. (a) THIS IP SECURITY AGREEMENT SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAW OF THE STATE OF

NEW YORK WITHOUT GIVING EFFECT TO THE CONFLICTS OF LAWS PRINCIPLES THEREOF, BUT INCLUDING SECTION 5-1401 OF THE NEW YORK GENERAL OBLIGATIONS LAW.

(b) EACH PARTY HERETO IRREVOCABLY AND UNCONDITIONALLY SUBMITS, FOR ITSELF AND ITS PROPERTY, TO THE EXCLUSIVE JURISDICTION OF THE COURTS OF THE STATE OF NEW YORK SITTING IN NEW YORK CITY IN THE BOROUGH OF MANHATTAN AND OF THE UNITED STATES DISTRICT COURT FOR THE SOUTHERN DISTRICT OF NEW YORK SITTING IN THE BOROUGH OF MANHATTAN, AND ANY APPELLATE COURT FROM ANY THEREOF, IN ANY ACTION OR PROCEEDING ARISING OUT OF OR RELATING TO THIS IP SECURITY AGREEMENT, OR FOR RECOGNITION OR ENFORCEMENT OF ANY JUDGMENT, AND EACH OF THE PARTIES HERETO IRREVOCABLY AND UNCONDITIONALLY AGREES THAT ALL CLAIMS IN RESPECT OF ANY SUCH ACTION OR PROCEEDING MAY BE HEARD AND DETERMINED IN SUCH NEW YORK STATE COURT OR, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, IN SUCH FEDERAL COURT. EACH OF THE PARTIES HERETO AGREES THAT A FINAL JUDGMENT IN ANY SUCH ACTION OR PROCEEDING SHALL BE CONCLUSIVE AND MAY BE ENFORCED IN OTHER JURISDICTIONS BY SUIT ON THE JUDGMENT OR IN ANY OTHER MANNER PROVIDED BY LAW. NOTHING IN THIS IP SECURITY AGREEMENT SHALL AFFECT ANY RIGHT THAT THE ADMINISTRATIVE AGENT, THE COLLATERAL AGENT, ANY LENDER OR ANY L/C ISSUER MAY OTHERWISE HAVE TO BRING ANY ACTION OR PROCEEDING RELATING TO THIS IP SECURITY AGREEMENT OR THE RECOGNITION OR ENFORCEMENT OF ANY JUDGMENT AGAINST ANY LOAN PARTY OR ITS PROPERTIES IN THE COURTS OF ANY JURISDICTION.

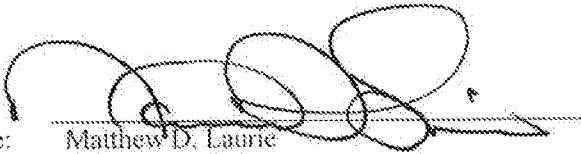
(c) EACH PARTY HERETO IRREVOCABLY AND UNCONDITIONALLY WAIVES, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, ANY OBJECTION THAT IT MAY NOW OR HEREAFTER HAVE TO THE LAYING OF VENUE OF ANY ACTION OR PROCEEDING ARISING OUT OF OR RELATING TO THIS IP SECURITY AGREEMENT IN ANY COURT REFERRED TO IN PARAGRAPH (b) OF THIS SECTION. EACH OF THE PARTIES HERETO HEREBY IRREVOCABLY WAIVES, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, THE DEFENSE OF AN INCONVENIENT FORUM TO THE MAINTENANCE OF SUCH ACTION OR PROCEEDING IN ANY SUCH COURT.

(d) EACH PARTY HERETO IRREVOCABLY CONSENTS TO SERVICE OF PROCESS IN THE MANNER PROVIDED FOR NOTICES IN SECTION 10.02 OF THE CREDIT AGREEMENT. NOTHING IN THIS IP SECURITY AGREEMENT WILL AFFECT THE RIGHT OF ANY PARTY HERETO TO SERVE PROCESS IN ANY OTHER MANNER PERMITTED BY APPLICABLE LAW.

(e) EACH PARTY TO THIS IP SECURITY AGREEMENT HEREBY EXPRESSLY WAIVES ANY RIGHT TO TRIAL BY JURY OF ANY CLAIM, DEMAND, ACTION OR CAUSE OF ACTION ARISING UNDER THIS IP SECURITY AGREEMENT OR IN ANY WAY CONNECTED WITH OR RELATED OR INCIDENTAL TO THE DEALINGS OF THE PARTIES HERETO OR ANY OF THEM WITH RESPECT TO THIS IP SECURITY AGREEMENT, OR THE TRANSACTIONS RELATED THERETO, IN EACH CASE WHETHER NOW EXISTING OR HEREAFTER ARISING, AND WHETHER FOUNDED IN CONTRACT OR TORT OR OTHERWISE; AND EACH PARTY HEREBY AGREES AND CONSENTS THAT ANY SUCH CLAIM, DEMAND, ACTION OR CAUSE OF ACTION SHALL BE DECIDED BY COURT TRIAL WITHOUT A JURY, AND THAT ANY PARTY TO THIS IP SECURITY AGREEMENT MAY FILE AN ORIGINAL COUNTERPART OR A COPY OF THIS SECTION 6(e) WITH ANY COURT AS WRITTEN EVIDENCE OF THE CONSENT OF THE SIGNATORIES HERETO TO THE WAIVER OF THEIR RIGHT TO TRIAL BY JURY.

IN WITNESS WHEREOF, each Grantor and the Collateral Agent have caused this IP Security Agreement to be duly executed and delivered by its officer thereunto duly authorized as of the date first written above.

ACOSTA, INC.

By: 
Name: Matthew D. Laurie
Title: Interim Chief Financial Officer, Corporate
Controller and Chief Accounting Officer

[Signature Page to Intellectual Property Security Agreement]

TRADEMARK
REEL: 005369 FRAME: 0391

MOSAIC PARENT HOLDINGS INC.

By:


Name: Matthew D. Laurie

Title: Interim Chief Financial Officer and
Executive Vice President

A handwritten signature in black ink, appearing to read "Matthew D. Laurie", is written over a horizontal dotted line. The signature is stylized with several loops and a long horizontal stroke.

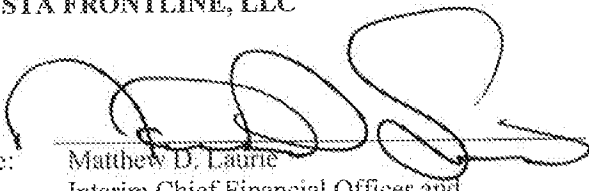
[Signature Page to Intellectual Property Security Agreement]

AMG MARKETING SERVICES, LLC

By: 
Name: Matthew D. Laurie
Title: Interim Chief Financial Officer and
Executive Vice President

[Signature Page to Intellectual Property Security Agreement]

ACOSTA FRONTLINE, LLC

By: 
Name: Matthew D. Laurie
Title: Interim Chief Financial Officer and
Executive Vice President

[Signature Page to Intellectual Property Security Agreement]

JPMORGAN CHASE BANK, N.A.
as Collateral Agent

By: 
Name: Tony Yung
Title: Executive Director

[Signature Page to Intellectual Property Security Agreement]

TRADEMARK
REEL: 005369 FRAME: 0395

Schedule A

Patents


TITLE	OWNER / APPLICANT	APPLICATION NO. APPLICATION DATE	PATENT NO. ISSUE DATE.	STATUS
System and method for optimizing allocation of merchandising resources and pricing	Mosaic Parent Holdings, Inc.	13079230 04/04/2011		Published

Schedule B

Trademarks

MARK	OWNER / APPLICANT	SERIAL #/ DATE FILED	REGIS. NO.	REGIS. DATE	STATUS
ACOSTA	Acosta, Inc.	74/717,148 8/17/95	2,018,943	11/26/96	Registered
	Acosta, Inc.	85/771,776 11/5/12	4,446,423	12/10/13	Registered
DECONSTRUCTION	Acosta, Inc.	85/927,231 5/9/13	4,577,084	7/29/14	Registered
DESIGNED TO DRIVE PURCHASE	Acosta, Inc.	86/027,410 8/2/13	4,565,719	7/8/14	Registered
HUNTER STRAKER	Acosta, Inc.	85/927,304 5/9/13	4,593,880	8/26/14	Registered
INFOLYNC	Acosta, Inc.	78/210,452 2/4/03	2,797,784	12/23/03	Registered
MATCHPOINT MARKETING	Acosta, Inc.	77/962,449 3/18/10	3,845,288	9/7/10	Registered
NORTH AMERICA'S ONLY PURCHASE DESIGN AGENCY	Acosta, Inc.	85/927,641 5/9/13			Pending
PROMO DEPOT	Acosta, Inc.	86/158,875 1/7/14	4,579,770	8/5/14	Registered
PROMO DEPOT	Acosta, Inc.	86/156,382 1/2/14	4,579,721	8/5/14	Registered
	Acosta, Inc.	86/184,703 2/5/14	4,580,181	8/5/14	Registered
		86/184,774 2/5/14	4,580,182	8/5/14	Registered

MARK	OWNER / APPLICANT	SERIAL #/ DATE FILED	REGIS. NO.	REGIS. DATE	STATUS
PURCHASE DESIGN	Acosta, Inc.	85/927,483 5/9/13			Pending
SHOPPER FIRST	Acosta, Inc.	77/247,692 8/6/07	3,509,694	9/30/08	Registered
SKURITE	Acosta, Inc.	78/728,261 10/6/05	3,424,284	5/6/08	Registered
THE WHY? BEHIND THE BUY	Acosta, Inc.	85/443,585 10/10/11	4,153,906	6/5/12	Registered
TRUSTED BRANDS TRUST US	Acosta, Inc.	85/732,469 9/19/12	4,334,536	5/14/13	Registered
TRUSTED BRANDS TRUST US	Acosta, Inc.	85/732,435 9/19/12	4,334,531	5/14/13	Registered
GATHER 'ROUND THE GRILL	AMG Marketing Services, LLC	77/493,966 6/9/08	3,618,570	5/12/09	Registered
HEALTHY WITH OUR HELP	AMG Marketing Services, LLC	77/487,581 5/30/08	3,625,810	5/26/09	Registered
TAKE A PEAK...	AMG Marketing Services, LLC and Grocery Manufacturers Association	77/478,815 5/20/08	3,720,674	12/8/09	Registered
TAP INTO MYPYRAMID	AMG Marketing Services, LLC and Grocery Manufacturers Association	77/478,800 5/20/08	3,720,673	12/8/09	Registered
DOOR UP	Mosaic Parent Holdings, Inc.	85/403,413 8/22/11	4,244,394	11/20/12	Registered
EXPERIENCE EXTENDED	Mosaic Parent Holdings, Inc.	85/403,455 8/22/11	4,244,395	11/20/12	Registered
LOCALSOCIAL	Mosaic Parent	85/403,475	4,502,105	3/25/14	Registered

MARK	OWNER / APPLICANT	SERIAL #/ DATE FILED	REGIS. NO.	REGIS. DATE	STATUS
	Holdings, Inc.	8/22/11			
MOSAIC	Mosaic Parent Holdings, Inc.	85/404,945 8/23/11	4,558,133	7/1/14	Registered
	Mosaic Parent Holdings, Inc.	85/405,108 8/23/11	4,558,134	7/1/14	Registered
PEOPLE AS MEDIA	Mosaic Parent Holdings, Inc.	85/403,378 8/22/11	4,240,288	11/13/12	Registered
FRONTLINE MARKETING	Acosta Frontline, LLC	75/243,650 2/18/97	2,174,552	7/21/98	Registered

Schedule C

Copyrights

None.