

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM333862

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Impact Unlimited, Inc.		02/25/2015	CORPORATION: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Peninsula Fund V Limited Partnership		
<b>Street Address:</b>	500 Woodward Avenue, Suite 2800		
<b>City:</b>	Detroit		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48226		
<b>Entity Type:</b>	LIMITED PARTNERSHIP: DELAWARE		
<b>PROPERTY NUMBERS Total: 14</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86068470	i!	
<b>Registration Number:</b>	3874574	BAUHAUSPLUS	
<b>Registration Number:</b>	2296343	BAUHAUS	
<b>Registration Number:</b>	3459000	EVENTRENDS	
<b>Registration Number:</b>	3420238	CONVENTIONS WITH IMPACT	
<b>Registration Number:</b>	2922719	CITY BRANDING	
<b>Registration Number:</b>	3424369	MEETINGS WITH IMPACT	
<b>Registration Number:</b>	3428415	DINING WITH IMPACT	
<b>Registration Number:</b>	4594653	THE GLOBAL AGENCY FOR EXPERIENTIAL ENVIR	
<b>Registration Number:</b>	2155152	IMPACT UNLIMITED	
<b>Registration Number:</b>	2178532	CAPITOL	
<b>Registration Number:</b>	2922656	i !	
<b>Registration Number:</b>	2100728	I IMPACT UNLIMITED	
<b>Registration Number:</b>	2154012	IMPACT UNLIMITED	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4142974900		
<i>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.</i>			

OP \$365.00 86068470

**Phone:** (414) 271-2400  
**Email:** ipdocketing@foley.com  
**Correspondent Name:** Christopher M. King  
**Address Line 1:** Foley & Lardner LLP  
**Address Line 2:** 777 E. Wisconsin Avenue  
**Address Line 4:** Milwaukee, WISCONSIN 53202-5306

**NAME OF SUBMITTER:** Jill M. Schenk

**SIGNATURE:** /Jill M. Schenk/

**DATE SIGNED:** 03/03/2015

**Total Attachments: 6**

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**THIS AGREEMENT IS SUBJECT TO THE TERMS OF THAT CERTAIN SENIOR SUBORDINATION AGREEMENT DATED AS OF FEBRUARY 25, 2015 BY AND AMONG COMERICA BANK, THE PENINSULA FUND V LIMITED PARTNERSHIP, IMPACT UNLIMITED, INC., AND ON LOCATION, INC.**

## **TRADEMARK SECURITY AGREEMENT**

THIS TRADEMARK SECURITY AGREEMENT (this "Agreement"), dated as of February 25, 2015, between the undersigned (the "Borrower") and The Peninsula Fund V Limited Partnership ("Secured Party").

### WITNESSETH

A. WHEREAS, pursuant to that certain Note Purchase Agreement dated as of February 25, 2015 (as amended, restated or otherwise modified from time to time, the "Note Agreement") by and among Borrower, certain affiliates of Borrower, and Secured Party, the Secured Party has agreed, subject to the satisfaction of certain terms and conditions, to make extensions of credit to the Borrower; and

B. WHEREAS, in connection with the Note Agreement, the Borrower has executed and delivered that certain Security Agreement, dated as of February 25, 2015, to the Secured Party (as amended or otherwise modified from time to time, the "Security Agreement"); and

C. WHEREAS, as a condition precedent to the making of the extensions of credit under the Note Agreement, the Borrower is required to execute and deliver this Agreement and to further confirm the grant to the Secured Party of a security interest in all of the Trademark Collateral (as defined below) to secure all Indebtedness (as defined in the Note Agreement).

NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, and in order to induce the Secured Party to purchase the Senior Subordinated Note (as defined in the Note Agreement) from IXM Holdings, Inc., a Delaware corporation, and to permit the Borrower to assume the obligations under the Senior Subordinated Note after the consumption of the Acquisition and Assumption (each as defined in the Note Agreement), Borrower agrees, for the benefit of the Secured Party, as follows:

SECTION 1. Definitions. Unless otherwise defined herein or the context otherwise requires, terms used in this Agreement, including its preamble and recitals, have the meanings provided in the Security Agreement.

SECTION 2. Grant of Security Interest. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, to secure the prompt and complete payment and performance when due of all of the Indebtedness, Borrower does hereby mortgage, pledge and hypothecate to the Secured Party, and grant to the Secured Party a security interest in, all of the following property of such Borrower (the "Trademark Collateral"), whether now owned or hereafter acquired or existing:

(a) all license agreements with any other Person in connection with any of the Trademarks or such other Person's names or trademarks, whether a Borrower is a licensor or a licensee under any such license agreement, including, without limitation, the license agreements listed on Schedule 1.1 hereto and made a part hereof, subject, in each case, to the terms of such license agreements, and the right to prepare for sale, and to sell and advertise for sale, all inventory now or hereafter covered by such licenses;

(b) all trademarks, service marks, trade names, trade dress or other indicia of trade origin, trademark and service mark registrations, and applications for trademark or service mark registrations (except for "intent to use" applications for trademark or service mark registrations filed pursuant to Section 1(b) of the Lanham Act, unless and until an Amendment to Allege Use or a Statement of Use under Sections 1(c) or 1(d) of said Act has been filed), and any renewals thereof, including, without limitation, each registration and application identified on *Schedule 1.1* attached hereto and made a part hereof, and including without limitation (a) the right to sue or otherwise recover for any and all past, present and future infringements and misappropriations thereof, (b) all income, royalties, damages and other payments now and hereafter due and/or payable with respect thereto (including, without limitation, payments under all Trademark Licenses entered into in connection therewith, and damages and payments for past or future infringements thereof) and (c) all rights corresponding thereto and all other rights of any kind whatsoever of Borrower accruing thereunder or pertaining thereto, together in each case with the goodwill of the business connected with the use of, and symbolized by, each such trademark, service mark, trade name, trade dress or other indicia of trade origin;

(c) all renewals of any of the items described in clauses (a) and (b);

(d) all of the goodwill of the business connected with the use of, and symbolized by each of the items described in, clauses (a), (b) and (c); and

(e) all proceeds of, and rights associated with, the foregoing, including any right to sue or claim by the Borrower against third parties for past, present, or future infringement or dilution of any Trademark, Trademark registration, or Trademark license, including any Trademark, Trademark registration or Trademark license referred to in Schedule 1.1 attached hereto, or for any injury to the goodwill associated with the use of any Trademark or for breach or enforcement of any Trademark license.

SECTION 3. Security Agreement. This Agreement has been executed and delivered by the Borrower for the purpose of registering the security interest of the Secured Party in the Trademark Collateral with the United States Patent and Trademark Office. The security interest granted hereby has been granted as a supplement to, and not in limitation of, the security interest granted to the Secured Party under the Security Agreement as security for the discharge and performance of the Indebtedness. The Security Agreement (and all rights and remedies of the Secured Party thereunder) shall remain in full force and effect in accordance with its terms.

SECTION 4. Release of Security Interest. The Secured Party shall, upon the written request of the Borrower, execute and deliver to the Borrower a proper instrument or instruments acknowledging the release of the security interest and Liens established hereby on any Trademark Collateral if the sale or other disposition of such Trademark Collateral is permitted

under the terms of the Note Agreement and, at the time of such proposed release, both before and after giving effect thereto, no Default or Event of Default has occurred and is continuing.

SECTION 5. Acknowledgment. The Borrower does hereby further acknowledge and affirm that the rights and remedies of the Secured Party with respect to the security interest in the Trademark Collateral granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which (including the remedies provided for therein) are incorporated by reference herein as if fully set forth herein.

SECTION 6. Other Agreements, etc. This Agreement is an “Other Agreement” (as defined in the Note Agreement) executed pursuant to the Note Agreement and shall (unless otherwise expressly indicated herein) be construed, administered and applied in accordance with the terms and provisions of the Note Agreement.


SECTION 7. Counterparts. This Agreement may be executed by the parties hereto in several counterparts, each of which shall be deemed to be an original and all of which shall constitute together but one and the same agreement.

*[Signature page follows]*

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

BORROWER:

**IMPACT UNLIMITED, INC.**

By:   
Jared Pollacco

Its: President

SECURED PARTY:

**THE PENINSULA FUND V LIMITED  
PARTNERSHIP**

By: Peninsula Fund V Management L.L.C.  
Its: General Partner

By: Peninsula Capital Partners L.L.C.  
Its: Manager

By: \_\_\_\_\_  
Scott A. Reilly  
President and Chief Investment Officer

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

**BORROWER:**

**IMPACT UNLIMITED, INC.**

By: \_\_\_\_\_  
Jared Pollacco

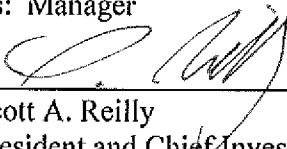
Its: President

**SECURED PARTY:**

**THE PENINSULA FUND V LIMITED  
PARTNERSHIP**

By: Peninsula Fund V Management L.L.C.  
Its: General Partner

By: Peninsula Capital Partners L.L.C.  
Its: Manager

By:  \_\_\_\_\_  
Scott A. Reilly  
President and Chief Investment Officer

**SCHEDULE 1.1**

**TRADEMARK COLLATERAL**

<b>Mark</b>	<b>Registration Number</b>	<b>Registration Date</b>
BAUHAUPLUS	3,874,574	November 9, 2010
BAUHAUS	2,296,343	November 30, 1999
EVENTRENDS	3,459,000	July 1, 2008
i! Design Mark	86/068470	November 11, 2014
CONVENTIONS WITH IMPACT	3,420,238	April 29, 2008
CITY BRANDING	2,922,719	February 1, 2005
MEETINGS WITH IMPACT	3,424,369	May 6, 2008
DINING WITH IMPACT	3,428,415	May 13, 2008
THE GLOBAL AGENCY FOR EXPERIENTIAL ENVIRONMENTS	4,594,653	August 26, 2014
IMPACT UNLIMITED	2,155,152	May 5, 1998
CAPITOL	2,178,532	August 4, 1998
i! Design Mark	2,922,656	February 1, 2005
Impact Unlimited and Design	2,100,728	September 30, 1997 <sup>1</sup>
IMPACT UNLIMITED	2,154,012	April 28, 1998

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<sup>1</sup> This trademark is dead.