

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM341743

|                              |                   |
|------------------------------|-------------------|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT    |
| <b>NATURE OF CONVEYANCE:</b> | SECURITY INTEREST |
| <b>SEQUENCE:</b>             | 2                 |

## CONVEYING PARTY DATA

| Name                      | Formerly | Execution Date | Entity Type                |
|---------------------------|----------|----------------|----------------------------|
| ALM Media, LLC            |          | 04/30/2015     | LIMITED LIABILITY COMPANY: |
| ALM Media Properties, LLC |          | 04/30/2015     | LIMITED LIABILITY COMPANY: |

## RECEIVING PARTY DATA

|                        |                                     |
|------------------------|-------------------------------------|
| <b>Name:</b>           | Macquarie US Trading LLC            |
| <b>Street Address:</b> | 125 W. 55th Street                  |
| <b>City:</b>           | New York                            |
| <b>State/Country:</b>  | NEW YORK                            |
| <b>Postal Code:</b>    | 10019                               |
| <b>Entity Type:</b>    | LIMITED LIABILITY COMPANY: DELAWARE |

## PROPERTY NUMBERS Total: 27

| Property Type        | Number  | Word Mark                                |
|----------------------|---------|--|
| Registration Number: | 4344939 | CONSULTING                               |
| Registration Number: | 1269789 | EXECUTIVE RECRUITER NEWS                 |
| Registration Number: | 2113904 | 10-3-1                                   |
| Registration Number: | 2695513 | ADVISORS DATA SOURCE                     |
| Registration Number: | 892073  | AMERICAN AGENT & BROKER                  |
| Registration Number: | 3889604 | BENEFITS SELLING                         |
| Registration Number: | 1845570 | CLAIMS                                   |
| Registration Number: | 4099671 | CLCS COMMERCIAL LINES COVERAGE SPECIALIS |
| Registration Number: | 2963162 | CREDIT UNION TIMES                       |
| Registration Number: | 2031856 | FC&S                                     |
| Registration Number: | 2093099 | FC&S                                     |
| Registration Number: | 2561388 | FREEERISA                                |
| Registration Number: | 3231808 | INSIDECOUNSEL                            |
| Registration Number: | 3231809 | INSIDECOUNSEL SUPERCONFERENCE            |
| Registration Number: | 1977914 | INSUR'ED.                                |
| Registration Number: | 2728295 | INVESTMENT ADVISOR                       |

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TRADEMARK

| Property Type        | Number   | Word Mark                               |
|----------------------|----------|---|
| Registration Number: | 2501529  | NATIONAL UNDERWRITER                    |
| Registration Number: | 2501530  | NATIONAL UNDERWRITER                    |
| Registration Number: | 2499762  | NATIONAL UNDERWRITER                    |
| Registration Number: | 4439141  | PC360                                   |
| Registration Number: | 4091682  | PLCS PERSONAL LINES COVERAGE SPECIALIST |
| Registration Number: | 3456391  | PRODUCERSWEB                            |
| Registration Number: | 4439030  | PROPERTY CASUALTY 360                   |
| Registration Number: | 3984135  | SENIOR MARKET ADVISOR EXPO              |
| Registration Number: | 2773739  | TECH DECISIONS                          |
| Registration Number: | 4486254  | THINKADVISOR                            |
| Serial Number:       | 86002248 | LIFEHEALTHPRO                           |

**CORRESPONDENCE DATA**

Fax Number: 2149695100

*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: 2149694804

Email: aaaugustine@jonesday.com

Correspondent Name: Jones Day

Address Line 1: 2727 North Harwood Street

Address Line 4: Dallas, TEXAS 75201

|                                |                 |
|--------------------------------|-----------------|
| <b>ATTORNEY DOCKET NUMBER:</b> | 614460-600003   |
| <b>NAME OF SUBMITTER:</b>      | David L. Odom   |
| <b>SIGNATURE:</b>              | /David L. Odom/ |
| <b>DATE SIGNED:</b>            | 05/19/2015      |

**Total Attachments: 7**

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## TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (as amended, amended and restated, supplemented or otherwise modified from time to time, the "Trademark Security Agreement") dated as of April 30, 2015, is made by the Persons listed on the signature pages hereof (collectively, the "Grantors") in favor of MACQUARIE US TRADING LLC ("Macquarie"), as Collateral Agent (the "Collateral Agent") for the Secured Parties. Capitalized terms used herein and not otherwise defined herein shall have the meanings assigned to such terms in the Second Lien Credit Agreement and the Security Agreement referred to therein.

WHEREAS, WPLM ACQUISITION CORP., a Delaware corporation ("Initial Borrower"), ALM MEDIA, LLC, a Delaware limited liability company (together with the Initial Borrower in accordance with Section 10.23 of the Second Lien Credit Agreement, "Borrower"), ALM HOLDINGS, INC., a Delaware corporation ("Holdings"), Macquarie, as Administrative Agent and Collateral Agent, each Lender from time to time party thereto and each other party thereto have entered into the Second Lien Credit Agreement dated as of July 31, 2014 (the "Closing Date") (as amended, amended and restated, supplemented or otherwise modified from time to time, the "Second Lien Credit Agreement"), pursuant to which the Lenders have severally agreed to make Loans to the Borrower upon the terms and subject to the conditions therein.

WHEREAS, in connection with the Second Lien Credit Agreement, the Grantors have entered into the Security Agreement dated as of the Closing Date (as amended, amended and restated, supplemented or otherwise modified from time to time, the "Security Agreement") in order to induce the Lenders to make Loans.

WHEREAS, under the terms of the Security Agreement, the Grantors have granted to the Collateral Agent, for the ratable benefit of the Secured Parties, a security interest in, among other property, certain intellectual property of the Grantors, and have agreed as a condition thereof to execute this Trademark Security Agreement for recording with the United States Patent and Trademark Office.

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 grants to the Collateral Agent for the ratable benefit of the Secured Parties a security interest in all of such Grantor's right, title and interest in and to the following (the "Collateral"):

- (a) the registered Trademarks (as defined in the Security Agreement) and Trademarks for which applications are pending in the United States Patent and Trademark Office set forth in Schedule A hereto (excluding any Excluded ITU Application).

SECTION 2. Security for Obligations. The grant of a security interest in the Collateral by each Grantor under this Trademark Security Agreement secures the payment of all Obligations of such Grantor now or hereafter existing under or in respect of the Loan Documents, 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 Trademark Security Agreement secures, as to each Grantor, the payment of all amounts that constitute part of the secured Obligations and that would be owed by such Grantor to any Secured Party under the Loan Documents but for the fact that such secured Obligations are unenforceable or not allowable due to the existence of a bankruptcy, reorganization or similar proceeding involving a Loan Party.

SECTION 3. Recordation. This Trademark Security Agreement has been executed and delivered by the Grantors for the purpose of recording the grant of security interest herein with the United States Patent and Trademark Office. Each Grantor authorizes and requests that the Commissioner for Trademarks record this Trademark Security Agreement.

SECTION 4. Execution in Counterparts. This Trademark 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 Trademark 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 Trademark Security Agreement and the terms of the Security Agreement, the terms of the Security Agreement shall govern.

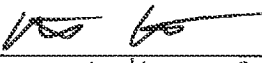
SECTION 6. GOVERNING LAW. THIS TRADEMARK SECURITY AGREEMENT SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAW OF THE STATE OF NEW YORK.

SECTION 7. Severability. In case any one or more of the provisions contained in this Trademark Security Agreement should be held invalid, illegal or unenforceable in any respect, the validity, legality and enforceability of the remaining provisions contained herein and in the Security Agreement shall not in any way be affected or impaired thereby (it being understood that the invalidity of a particular provision in a particular jurisdiction shall not in and of itself affect the validity of such provision in any other jurisdiction). The parties hereto shall endeavor in good-faith negotiations to replace the invalid, illegal or unenforceable provisions with valid provisions the economic effect of which comes as close as possible to that of the invalid, illegal or unenforceable provisions.


[Signature Pages Follow]

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

ALM Media, LLC,


By:   
Name: *William Carter*  
Title: *President & CEO*

ALM Media Properties, LLC,

By:   
Name: *William Carter*  
Title: *President & CEO*



MACQUARIE US TRADING LLC,  
as Collateral Agent

By: \_\_\_\_\_  
Name: **Ronald Jost**  
Title: **Managing Director**

  
Anita Chiu  
Associate Director

SCHEDULE A

United States Trademark Registrations and Trademark Applications

| Registered owner/<br>Grantor | Trademark  | Registration No. or Application<br>No. |
|------------------------------|--|--|
| ALM Media, LLC               | CONSULTING   | 4,344,939                              |
| ALM Media, LLC               | EXECUTIVE<br>RECRUITER<br>NEWS   | 1,269,789                              |
| ALM Media Properties, LLC    | 10-3-1   | SN:75-177066<br>RN:2,113,904           |
| ALM Media Properties, LLC    | ADVISORS DATA<br>SOURCE  | SN:76-413133<br>RN:2,695,513           |
| ALM Media Properties, LLC    | AMERICAN AGENT &<br>BROKER (Stylized)<br>                 | SN:72-340654<br>RN:892,073             |
| ALM Media Properties, LLC    | BENEFITS SELLING<br><br>BENEFITS SELLING   | SN:85-017406<br>RN:3,889,604           |
| ALM Media Properties, LLC    | CLAIMS   | SN:74-371259<br>RN:1,845,570           |
| ALM Media Properties, LLC    | CLCS COMMERCIAL<br>LINES COVERAGE<br>SPECIALIST<br><br> | SN:85-029933<br>RN:4,099,671           |
| ALM Media Properties, LLC    | CREDIT UNION TIMES   | SN:78-316820<br>RN:2,963,162           |
| ALM Media Properties, LLC    | FC&S   | SN:75-011675<br>RN:2,031,856           |
| ALM Media Properties, LLC    | FC&S   | SN:75-158025<br>RN:2,093,099           |

|                           |  |                              |
|---------------------------|--|------------------------------|
| ALM Media Properties, LLC | FREEERISA<br>FREEERISA   | SN:76-114346<br>RN:2,561,388 |
| ALM Media Properties, LLC | INSIDECOUNSEL<br>InsideCounsel   | SN:78-656993<br>RN:3,231,808 |
| ALM Media Properties, LLC | INSIDECOUNSEL<br>SUPERCONFERENCE<br>InsideCounsel<br>SuperConference                     | SN:78-657519<br>RN:3,231,809 |
| ALM Media Properties, LLC | INSUR'ED.  | SN:74-624583<br>RN:1,977,914 |
| ALM Media Properties, LLC | INVESTMENT ADVISOR   | SN:76-207544<br>RN:2,728,295 |
| ALM Media Properties, LLC | LIFEHEALTHPRO<br>LIFEHEALTHPRO   | SN:86-002248                 |
| ALM Media Properties, LLC | NATIONAL<br>UNDERWRITER  | SN:75-912443<br>RN:2,501,529 |
| ALM Media Properties, LLC | NATIONAL<br>UNDERWRITER  | SN:75-912444<br>RN:2,501,530 |
| ALM Media Properties, LLC | NATIONAL<br>UNDERWRITER  | SN:75-917126<br>RN:2,499,762 |
| ALM Media Properties, LLC | PC360<br>PC360   | SN:85-864452<br>RN:4,439,141 |
| ALM Media Properties, LLC | PLCS PERSONAL LINES<br>COVERAGE SPECIALIST<br>PLCS PERSONAL LINES<br>COVERAGE SPECIALIST | SN:85-029856<br>RN:4,091,682 |
| ALM Media Properties, LLC | PRODUCERSWEB<br>PRODUCERSWEB   | SN:77-144709<br>RN:3,456,391 |



|                           |   |                              |
|---------------------------|---|------------------------------|
| ALM Media Properties, LLC | PROPERTY CASUALTY<br>360<br><br>PROPERTY CASUALTY 360           | SN:85-845990<br>RN:4,439,030 |
| ALM Media Properties, LLC | SENIOR MARKET<br>ADVISOR EXPO<br><br>SENIOR MARKET ADVISOR EXPO | SN:85-061951<br>RN:3,984,135 |
| ALM Media Properties, LLC | TECH DECISIONS  | SN:78-191608<br>RN:2,773,739 |
| ALM Media Properties, LLC | THINKADVISOR<br><br>THINKADVISOR                                | SN:85-837576<br>RN:4,486,254 |