

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM409549

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Intellectual Property Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ansira Partners, LLC		12/20/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Antares Capital LP, as Administrative Agent		
Street Address:	500 W. Monroe Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60661		
Entity Type:	Limited Partnership: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1365893	OPTIMAIL	
CORRESPONDENCE DATA			
Fax Number:	2138918763		
<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>			
Email:	rhonda.deleon@lw.com		
Correspondent Name:	Latham & Watkins LLP		
Address Line 1:	355 South Grand Avenue		
Address Line 4:	Los Angeles, CALIFORNIA 90071-1560		
ATTORNEY DOCKET NUMBER:	057121-0181		
NAME OF SUBMITTER:	Rhonda DeLeon		
SIGNATURE:	/Rhonda DeLeon/		
DATE SIGNED:	12/20/2016		
Total Attachments: 6			
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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT is entered into as of December 20, 2016, (this "Agreement"), by Ansira Partners, Inc., a Delaware corporation, Ansira Partners, LLC, a Delaware limited liability company and Square One Advertising, Inc., an Oregon corporation (each, a "Grantor") in favor of Antares Capital LP ("Antares Capital"), as administrative agent and collateral agent (in such capacities and together with its successors and assigns, the "Administrative Agent") for the Secured Parties.

Reference is made to that certain Pledge and Security Agreement, dated as of December 20, 2016 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time and in effect on the date hereof, the "Security Agreement"), among the Loan Parties party thereto and the Administrative Agent. The Lenders (as defined below) have extended credit to the Borrower (as defined below) subject to the terms and conditions set forth in that certain Credit Agreement, dated as of December 20, 2016 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time and in effect on the date hereof, the "Credit Agreement"), by and among, *inter alios*, Blue Star Intermediate, Inc., a Delaware corporation ("Holdings"), Blue Star Acquisition, Inc., a Delaware corporation (in its capacity as the initial borrower prior to the Merger (as defined therein), the "Initial Borrower"), which upon effectiveness of the Merger will be merged with and into Ansira Holdings, Inc., a Delaware corporation ("Company"), the Administrative Agent, the Swingline Lender and as an Issuing Bank and Antares Capital as sole lead arranger and bookrunner, Antares Holdings LP, as a Lender, LStar Financial Investments, LLC, as a Lender, and the other Lenders from time to time party thereto (collectively, the "Lenders"). Consistent with the requirements set forth in Sections 4.01 and 5.12 of the Credit Agreement and Section 4.03(c) of the Security Agreement, the parties hereto agree as follows:

SECTION 1. **Terms.** Capitalized terms used in this Agreement and not otherwise defined herein have the meanings specified in the Security Agreement or the Credit Agreement, as applicable.

SECTION 2. **Grant of Security Interest.** As security for the prompt and complete payment or performance, as the case may be, in full of the Secured Obligations, each Grantor, pursuant to the Security Agreement, did and hereby does pledge, mortgage, transfer and grant to the Administrative Agent, its successors and permitted assigns, on behalf of and for the ratable benefit of the Secured Parties, a continuing security interest in all of its right, title or interest in, to or under all of the following assets, whether now owned or at any time hereafter acquired by or arising in favor of such Grantor and regardless of where located (collectively, the "**IP Collateral**"):

A. all Trademarks, including the Trademark registrations and registration applications in the United States Patent and Trademark Office listed on Schedule I hereto;

B. all Patents, including the Patent registrations and pending applications in the United States Patent and Trademark Office listed on Schedule II hereto

C. all Copyrights, including the Copyright registrations and pending applications for registration in the United States Copyright Office listed on Schedule III; and

D. all proceeds of the foregoing;

in each case subject to the terms, conditions and limitations set forth in the Loan Documents and to the extent the foregoing items constitute Collateral. Notwithstanding the foregoing, the IP Collateral shall not include any intent-to-use (or similar) Trademark application prior to the filing and acceptance of a "Statement of Use", "Amendment to Allege Use" or similar filing with respect thereto, only to the extent, if any, that, and solely during the period if any, in which, the grant of a security interest therein may impair the validity or enforceability of such intent-to-use Trademark application under applicable federal Law.

SECTION 3. **Security Agreement.** The security interests granted to the Administrative Agent herein are granted in furtherance, and not in limitation of, the security interests granted to the Administrative Agent pursuant to the Security Agreement. Each Grantor hereby acknowledges and affirms that the rights and remedies of the Administrative Agent with respect to the IP Collateral are more fully set forth in the Security Agreement, the terms

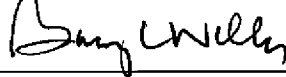
and provisions of which are hereby incorporated herein by reference as if fully set forth herein. In the event of any conflict between the terms of this Agreement and the Security Agreement, the terms of the Security Agreement shall govern.

SECTION 4. ***Governing Law***. This Agreement shall be governed by, and construed in accordance with, the laws of the State of New York.

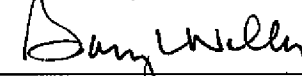
[Signature Pages Follow]

IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the day and year first above written.


ANSIRA PARTNERS, INC.

By: 
Name: Gary Weller
Title: Executive Vice President, Chief
Financial Officer, Treasurer, and Secretary

ANSIRA PARTNERS, LLC

By: 
Name: Gary Weller
Title: Executive Vice President, Chief
Financial Officer, Treasurer, and Secretary

SQUARE ONE ADVERTISING, INC.

By: 
Name: Gary Weller
Title: Executive Vice President, Chief
Financial Officer, Treasurer, and Secretary

SCHEDULE I**TRADEMARKS**

REGISTERED OWNER	REGISTRATION NUMBER / DATE	TRADEMARK
Ansira Partners, Inc	78/483504 09/14/2004 3015488 11/15/2005	MARKETSPY
Ansira Partners, Inc.	78/914269 06/22/2006 3236999 05/01/2007	IQI
Ansira Partners, Inc.	85/360309 06/30/2011 4098824 02/14/2012	ANSIRA
Ansira Partners, Inc.	86/565672 03/16/2015 4974475 06/07/2016	ANSIRA
Square One Advertising, Inc.	77/660424 01/30/2009 3796888 06/01/2010	Mercury Werks
Ansira Partners, LLC	73/518350 01/22/1995 1365893 10/15/1985	OPTIMAIL
Ansira Partners, Inc	86/815395 11/10/2015 4992843 07/05/2016	MARKETSPY

TRADEMARK APPLICATIONS

APPLICANT	APPLICATION NO. / DATE	TRADEMARK
Ansira Partners, Inc.	87029624/ 05/09/2016	ANSIRA EDGE TECHNOLOGY SUITE

SCHEDULE II

PATENTS

None.

PATENT APPLICATIONS

None.

SCHEDULE III

COPYRIGHTS

OWNER	TITLE	REG. NO.	REG. DATE
Ansira Partners, Inc.	"Co op"	TX-6-108-425	10/27/2004
Ansira Partners, Inc	"Compliance	TX-6-071-278	10/21/2004
Ansira Partners, Inc	"Marketspy	TX-6-087-896	10/27/2004
Ansira Partners, Inc.	"Marketing Toolbox	TX-6-064-962	10/21/2004

COPYRIGHT APPLICATIONS

None.