

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM409668

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|---|---|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | SECURITY INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Information Planning and Management Service Inc. | | 12/19/2016 | Corporation: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Owl Rock Capital Corporation, as Administrative Agent | | |
| Street Address: | 245 Park Avenue | | |
| Internal Address: | 41st Floor | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10167 | | |
| Entity Type: | Corporation: MARYLAND | | |
| PROPERTY NUMBERS Total: 8 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4617760 | EJ CAIMEN | |
| Registration Number: | 4336152 | IT'S ABOUT THE STORE | |
| Registration Number: | 4658738 | LABELMATE | |
| Registration Number: | 4631571 | PEGMATE | |
| Registration Number: | 4463396 | RESET IN A BOX | |
| Registration Number: | 4455822 | RETAIL FITNESS | |
| Registration Number: | 4617395 | SHELFMATE | |
| Registration Number: | 3089098 | TALKING STRIPS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3129939767 | | |
| <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> | | | |
| Phone: | 312/876-7628 | | |
| Email: | linda.kastner@lw.com | | |
| Correspondent Name: | Linda R. Kastner, c/o Latham & Watkins | | |
| Address Line 1: | 330 N. Wabash Avenue | | |
| Address Line 2: | Suite 2800 | | |
| Address Line 4: | Chicago, ILLINOIS 60611 | | |

OP \$215.00 4617760

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|---|---------------|
| NAME OF SUBMITTER: | Linda Kastner |
| SIGNATURE: | /lk/ |
| DATE SIGNED: | 12/20/2016 |
| Total Attachments: 4 source=Project Velocity - 2L - Security Interest in Trademarks - Information Planning and Management Service Inc. #page1.tif source=Project Velocity - 2L - Security Interest in Trademarks - Information Planning and Management Service Inc. #page2.tif source=Project Velocity - 2L - Security Interest in Trademarks - Information Planning and Management Service Inc. #page3.tif source=Project Velocity - 2L - Security Interest in Trademarks - Information Planning and Management Service Inc. #page4.tif | |

MEMORANDUM OF SECURITY INTEREST IN TRADEMARKS

United States Department of Commerce
Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

Ladies and Gentlemen:

Pursuant to the Second Lien Security Agreement, dated as of December 19, 2016 (as amended, restated, amended and restated, supplemented, extended, refinanced or otherwise modified from time to time, the "Security Agreement"), **INFORMATION PLANNING AND MANAGEMENT SERVICE INC.**, a **Delaware corporation** (the "Assignor"), has granted to OWL ROCK CAPITAL CORPORATION, as administrative agent for certain lenders, as Assignee (the "Assignee") a security interest in the Trademarks (as such term is defined in the Security Agreement) including the trademarks listed on the annexed Exhibit A, and all applications, registrations, renewals and proceeds (including accounts receivable and royalties) thereof (the "Trademarks"). The Assignee's security interest in the Trademarks can only be terminated in accordance with the terms of the Security Agreement.

Dated: December 19, 2016

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

**INFORMATION PLANNING AND
MANAGEMENT SERVICE INC., as Grantor**

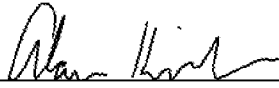
By: 

Name: Shannon Palmer

Title: Chief Financial Officer

ACKNOWLEDGED BY:

OWL ROCK CAPITAL CORPORATION,
as Assignee

By:  _____

Name: Alan Kirshenbaum

Title: Chief Financial Officer

Exhibit A

| Owner | Jurisdiction | Trademarks | Registration No. | Registration Date |
|--|---------------------|----------------------|-------------------------|--------------------------|
| Information Planning and Management Service Inc. | U.S. | EJ Caimen | 4617760 | Oct. 7, 2014 |
| Information Planning and Management Service Inc. | U.S. | It's About the Store | 4336152 | May 14, 2013 |
| Information Planning and Management Service Inc. | U.S. | LabelMate | 4658738 | Dec. 23, 2014 |
| Information Planning and Management Service Inc. | U.S. | PegMate | 4631571 | Nov. 4, 2014 |
| Information Planning and Management Service Inc. | U.S. | Reset in a Box | 4463396 | Jan. 7, 2014 |
| Information Planning and Management Service Inc. | U.S. | Retail Fitness | 4455822 | Dec. 24, 2013 |
| Information Planning and Management Service Inc. | U.S. | ShellMate | 4617395 | Oct. 7, 2014 |
| Information Planning and Management Service Inc. | U.S. | TALKING STRIPS | 3089098 | May 9, 2006 |