

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM435239

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WHALEROCK DIGITAL MEDIA, LLC	FORMERLY BermanBraun Interactive, LLC	07/14/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	WESTERN ALLIANCE BANK		
Street Address:	55 Almaden Boulevard, Suite 100		
City:	San Jose		
State/Country:	CALIFORNIA		
Postal Code:	95113		
Entity Type:	Corporation: ARIZONA		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	5189110	CLUB MOMME	
Registration Number:	4297814	LISTBLISS	
Registration Number:	4419548	LISTBLISS	
Registration Number:	4349125	MOM.ME	
Registration Number:	4419547	LISTBLISS	
Registration Number:	4297808	LISTBLISS	
Registration Number:	4349124	MOM.ME	
Registration Number:	4818373	PURPLE CLOVER	
Serial Number:	87479014	WONDERWALL	
CORRESPONDENCE DATA			
Fax Number:	6506440520		
<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:	6506483802		
Email:	patty@pattycheng.com		
Correspondent Name:	Patty Cheng		
Address Line 1:	2625 MIDDLEFIELD ROAD, SUITE 215		
Address Line 4:	Palo Alto, CALIFORNIA 94306		
NAME OF SUBMITTER:	Patty Cheng		

OP \$240.00 5189110

SIGNATURE:	/s/ Patty Cheng
DATE SIGNED:	07/14/2017
Total Attachments: 6 source=Whalerock - IPSA (Whalerock Digital Media) - executed#page1.tif source=Whalerock - IPSA (Whalerock Digital Media) - executed#page2.tif source=Whalerock - IPSA (Whalerock Digital Media) - executed#page3.tif source=Whalerock - IPSA (Whalerock Digital Media) - executed#page4.tif source=Whalerock - IPSA (Whalerock Digital Media) - executed#page5.tif source=Whalerock - IPSA (Whalerock Digital Media) - executed#page6.tif	

INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT, dated as of July 14, 2017 (the "Agreement") between WHALEROCK DIGITAL MEDIA, LLC, a Delaware limited liability company formerly known as BermanBraun Interactive, LLC ("Grantor") and WESTERN ALLIANCE BANK, an Arizona corporation ("Lender") is made with reference to the Loan and Security Agreement, dated as of July 14, 2017 (as amended from time to time, the "Loan Agreement"), between Lender, Grantor, Whalerock Industries Holding Company, LLC and such other parties named therein. Terms defined in the Loan Agreement have the same meaning when used in this Agreement.

For good and valuable consideration, receipt of which is hereby acknowledged, Grantor hereby covenants and agrees as follows:

To secure the Obligations under the Loan Agreement, Grantor grants to Lender a security interest in all right, title, and interest of Grantor in any of the following, whether now existing or hereafter acquired or created in any and all of the following property (collectively, the "Intellectual Property Collateral"):

(a) copyright rights, copyright applications, copyright registrations and like protections in each work of authorship and derivative work thereof, whether published or unpublished and whether or not the same also constitutes a trade secret, now or hereafter existing, created, acquired or held (collectively, the "Copyrights"), including the Copyrights described in Exhibit A;

(b) trademark and servicemark rights, whether registered or not, applications to register and registrations of the same and like protections, and the entire goodwill of the business of Grantor connected with and symbolized by such trademarks (provided that no security interest shall be granted in any "intent to use" trademark applications for which a statement of use has not been filed with and accepted by the U.S. Patent and Trademark Office but only until such statement is filed) (collectively, the "Trademarks"), including the Trademarks described in Exhibit B;

(c) patents, patent applications and like protections including without limitation improvements, divisions, continuations, renewals, reissues, extensions and continuations-in-part of the same (collectively, the "Patents"), including the Patents described in Exhibit C;

(d) mask work or similar rights available for the protection of semiconductor chips or other products (collectively, the "Mask Works");

(e) trade secrets, and any and all intellectual property rights in computer software and computer software products;

(f) design rights;

(g) claims for damages by way of past, present and future infringement of any of the rights included above, with the right, but not the obligation, to sue for and collect such damages for said use or infringement of the intellectual property rights identified above;

(h) licenses or other rights to use any of the Copyrights, Patents, Trademarks, or Mask Works, and all license fees and royalties arising from such use to the extent permitted by such license or rights;

(i) amendments, renewals and extensions of any of the Copyrights, Trademarks, Patents, or Mask Works; and

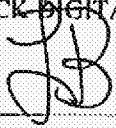
(j) proceeds and products of the foregoing, including without limitation all payments under insurance or any indemnity or warranty payable in respect of any of the foregoing.

The rights and remedies of Lender with respect to the security interests granted hereunder are in addition to those set forth in the Loan Agreement, and those which are now or hereafter available to Lender as a matter of law or equity. Each right, power and remedy of Lender provided for herein or in the Loan Agreement, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall be in addition to every right, power or remedy provided for herein, and the exercise by Lender of any one or more of such rights, powers or remedies does not preclude the simultaneous or later exercise by Lender of any other rights, powers or remedies.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

GRANTOR:

WHALEROCK DIGITAL MEDIA, LLC

By: 

Name: Lloyd Braun

Title: CEO

Address for Notices:

750 N. San Vicente Blvd., # 900W
West Hollywood, CA 90069
Attn:

LENDER:

WESTERN ALLIANCE BANK

By:

Name:

Title:

Address for Notices:

55 Almaden Boulevard, Suite 100
San Jose, California 95113
Attn: Note Department
Fax:(408) 282-1681

TRADEMARK

REEL: 006106 FRAME: 0156

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

GRANTOR:

WHALEROCK DIGITAL MEDIA, LLC

By:

Name:

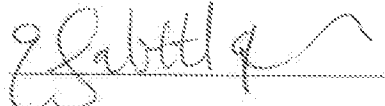
Title:

Address for Notices:

750 N. San Vicente Blvd., # 900W
West Hollywood, CA 90069
Attn:

LENDER:

WESTERN ALLIANCE BANK

By: 

Name: Elizabeth Quigley

Title: AVP, Relationship

Manager

Address for Notices:

55 Almaden Boulevard, Suite 100
San Jose, California 95113
Attn: Note Department
Fax:(408) 282-1681

EXHIBIT A
COPYRIGHTS

Please Check if No Copyrights Exist

<u>Type of Work:</u>	<u>Title:</u>	<u>Registration Number:</u>	<u>Filing Date:</u>

EXHIBIT B

TRADEMARKS

Please Check if No Trademarks Exist

<u>Mark / Title:</u>	<u>U.S. Serial Number:</u>	<u>U.S. Registration Number:</u>	<u>Filing/Registration Date:</u>
CLUB MOMME	86849967	5189110	April 25, 2017
LISTBLISS	85665583	4297814	March 5, 2013
LISTBLISS	85665374	4419548	October 15, 2013
MOM.ME	85665353	4349125	June 11, 2013
LISTBLISS	85665296	4419547	October 15, 2013
LISTBLISS	85665289	4297808	March 5, 2013
MOM.ME	85665259	4349124	June 11, 2013
PURPLE CLOVER*	85957218	4818373	September 22, 2015
WONDERWALL	87479014		June 7, 2017

*Registered owner is listed as BermanBraun Interactive, LLC

EXHIBIT C

PATENTS

Please Check if No Patents Exist

<u>Title:</u>	<u>Patent Number:</u>	<u>Application Serial Number:</u>	<u>Issued or Published?</u>	<u>Issue Date:</u>