

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM446944

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
SERVICE MANAGEMENT GROUP, LLC		10/12/2017	Limited Liability Company: DELAWARE
PRINCE MARKETING & COMMUNICATIONS, LLC		10/12/2017	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	WEBSTER BANK, NATIONAL ASSOCIATION, AS ADMINISTRATIVE AGENT
Street Address:	436 Slater Road
City:	New Britain
State/Country:	CONNECTICUT
Postal Code:	06053
Entity Type:	National Banking Association: UNITED STATES

PROPERTY NUMBERS Total: 41

Property Type	Number	Word Mark
Serial Number:	86548221	BRANDGEEK
Registration Number:	5219061	BRANDGEEK
Registration Number:	5219060	BRANDGEEK
Registration Number:	3358580	CLEARBRICK
Registration Number:	4899569	KNOW MORE. DO BETTER.
Registration Number:	4025913	LOCATELY
Registration Number:	4767638	LOCATELY AN SMG COMPANY
Serial Number:	86773598	OMNICKX
Registration Number:	5229258	OMNICKX
Registration Number:	5183242	PINPOINT TECHNOLOGY
Registration Number:	4753155	REAL CUSTOMERS. AUTHENTIC REVIEWS.
Registration Number:	3858922	SERVICE MANAGEMENT GROUP
Registration Number:	4077977	SMG
Registration Number:	4077978	SMG
Registration Number:	5206062	SMG
Registration Number:	3951641	SMG ACTION

OP \$1040.00 86548221

Property Type	Number	Word Mark
Registration Number:	3951640	SMG ALERT
Registration Number:	3951642	SMG ANALYZE
Registration Number:	4738353	SMG ASSOCIATE VOICE
Registration Number:	3951643	SMG AUTHENTICATE
Registration Number:	4057238	SMG CAPTURE
Registration Number:	4057239	SMG DASH
Registration Number:	3934602	SMG SERVICE ADVANTAGE
Registration Number:	5206033	SMG360
Registration Number:	5206032	SMG360
Registration Number:	4574280	SURVEYMINI
Registration Number:	4574279	SURVEYMINI
Serial Number:	85674416	SURVEYMINI
Registration Number:	4429703	SURVEYMINI
Registration Number:	4656200	TECHNOLOGY DRIVEN. PEOPLE CENTERED. INSI
Registration Number:	5266285	TRUMPET
Registration Number:	5266284	TRUMPET
Registration Number:	4783588	TRUMPET
Registration Number:	4883235	TRUMPET
Registration Number:	3960323	CATALYST HEALTHCARE RESEARCH
Registration Number:	3893260	CONFIDENT CHANGE
Serial Number:	87559879	CONFIDENT CHANGE
Registration Number:	4512110	CROWDQ
Registration Number:	4597363	PATIENTTRACK
Registration Number:	3952610	REALITYTREK RESEARCH
Registration Number:	3946134	UXLAB

CORRESPONDENCE DATA

Fax Number: 4045725100

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: 4045723408

Email: mramic@kslaw.com

Correspondent Name: Mia Ramic King and Spalding

Address Line 1: 1180 Peachtree Street NE

Address Line 4: Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER: 06726.020001

NAME OF SUBMITTER: /s/ Mia Ramic

SIGNATURE: /s/ Mia Ramic

DATE SIGNED: 10/12/2017

Total Attachments: 7

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NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Security and Pledge Agreement dated as of October 12, 2017 (as amended, modified, extended, restated, renewed, replaced, or supplemented from time to time, the "Agreement") and among the Grantors party thereto (each a "Grantor" and collectively, the "Grantors") and Webster Bank, National Association, as administrative agent (the "Administrative Agent") for the Secured Parties referenced therein, the undersigned Grantors have granted a continuing security interest in and continuing lien upon the trademarks and trademark applications shown on Schedule 1 attached hereto to the Administrative Agent for the ratable benefit of the Secured Parties.

The undersigned Grantors and the Administrative Agent, on behalf of the Secured Parties, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (a) may only be terminated in accordance with the terms of the Agreement and (b) is not to be construed as an assignment of any trademark or trademark application.


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Very truly yours,

SERVICE MANAGEMENT GROUP, LLC,
a Delaware limited liability company

By: **Service Management Group Holdings, LLC,**
its sole Member

By: **FF Holdings, Inc.,**
its sole Member

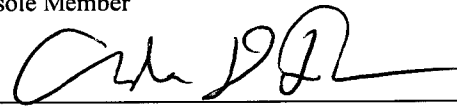
By: 
Name: Andrew D. Fromm
Title: President

PRINCE MARKETING & COMMUNICATIONS, LLC,
a Delaware limited liability company

By: **Service Management Group, LLC,**
its sole Member

By: **Service Management Group Holdings, LLC,**
its sole Member

By: **FF Holdings, Inc.,**
its sole Member

By: 
Name: Andrew D. Fromm
Title: President

[Trademark Security Agreement]

TRADEMARK
REEL: 006176 FRAME: 0564

Acknowledged and Accepted:

WEBSTER BANK, NATIONAL ASSOCIATION,
as Administrative Agent

By: 

Name: Robert A. Schaefer

Title: Director

{Signature Page to Trademark Security Agreement}

TRADEMARK
REEL: 006176 FRAME: 0565

Schedule 1
U.S. Trademarks

Trademark	Registration No./ Serial No.	Filing Date	Registration Date	Owner
BRANDGEEK	N/A 86/548,221	February 27, 2015	N/A	Service Management Group, LLC
BRANDGEEK	5,219,061 86/670,493	June 22, 2015	June 6, 2017	Service Management Group, LLC
BRANDGEEK	5,219,060 86/670,482	June 22, 2015	June 6, 2017	Service Management Group, LLC
CLEARBRICK	3,358,580 77/093,464	January 29, 2007	December 25, 2007	Service Management Group, LLC
KNOW MORE. DO BETTER.	4,899,569 86/978,010	January 21, 2015	February 9, 2016	Service Management Group, LLC
LOCATELY	4,025,913 85/244,169	February 16, 2011	September 13, 2011	Service Management Group, LLC
LOCATELY AN SMG COMPANY 	4,767,638 86/405,108	September 24, 2014	July 7, 2015	Service Management Group, LLC
OMNICKX	N/A 86/773,598	September 30, 2015	N/A	Service Management Group, LLC
OMNICKX	5,229,258 86/982,363	September 30, 2015	June 20, 2017	Service Management Group, LLC
PINPOINT TECHNOLOGY	5,183,242 86/979,803	October 7, 2014	April 11, 2017	Service Management Group, LLC
REAL CUSTOMERS. AUTHENTIC REVIEWS.	4,753,155 86/274,308	May 7, 2014	June 9, 2015	Service Management Group, LLC
SERVICE MANAGEMENT GROUP	3,858,922 77/776,530	July 8, 2009	October 12, 2010	Service Management Group, LLC
SMG	4,077,977 85/169,099	November 4, 2010	December 27, 2011	Service Management Group, LLC
SMG 	4,077,978 85/169,115	November 4, 2010	December 27, 2011	Service Management Group, LLC

Trademark	Registration No./ Serial No.	Filing Date	Registration Date	Owner
SMG 	5,206,062 86/956,550	March 29, 2016	May 16, 2017	Service Management Group, LLC
SMG ACTION	3,951,641 77/813,051	August 26, 2009	April 26, 2011	Service Management Group, LLC
SMG ALERT	3,951,640 77/813,043	August 26, 2009	April 26, 2011	Service Management Group, LLC
SMG ANALYZE	3,951,642 77/813,062	August 26, 2009	April 26, 2011	Service Management Group, LLC
SMG ASSOCIATE VOICE	4,738,353 86/390,942	September 10, 2014	May 19, 2015	Service Management Group, LLC
SMG AUTHENTICATE	3,951,643 77/813,078	August 26, 2009	April 26, 2011	Service Management Group, LLC
SMG CAPTURE	4,057,238 85/095,909	July 29, 2010	November 15, 2011	Service Management Group, LLC
SMG DASH	4,057,239 85/095,919	July 29, 2010	November 15, 2011	Service Management Group, LLC
SMG SERVICE ADVANTAGE	3,934,602 85/120,848	September 1, 2010	March 22, 2011	Service Management Group, LLC
SMG360	5,206,033 86/948,965	March 22, 2016	May 16, 2017	Service Management Group, LLC
SMG360 	5,206,032 86/948,946	March 22, 2016	May 16, 2017	Service Management Group, LLC
SURVEYMINI  SurveyMini	4,574,280 85/775,763	November 9, 2012	July 29, 2014	Service Management Group, LLC

Trademark	Registration No./ Serial No.	Filing Date	Registration Date	Owner
SURVEYMINI 	4,574,279 85/775,730	November 9, 2012	July 29, 2014	Service Management Group, LLC
SURVEYMINI	4,429,670 85/674,416	July 11, 2012	November 5, 2013	Service Management Group, LLC
SURVEYMINI	4,429,703 85/683,172	July 20, 2012	November 5, 2013	Service Management Group, LLC
TECHNOLOGY DRIVEN. PEOPLE CENTERED. INSIGHT FOCUSED.	4,656,200 86/274,281	May 7, 2014	December 16, 2014	Service Management Group, LLC
TRUMPET 	5,266,285 86/274,289	May 7, 2014	August 15, 2017	Service Management Group, LLC
TRUMPET	5,266,284 86/274,273	May 7, 2014	August 15, 2017	Service Management Group, LLC
TRUMPET	4,783,588 86/976,634	May 7, 2014	July 28, 2015	Service Management Group, LLC
TRUMPET 	4,883,235 86/977,761	May 7, 2014	January 5, 2016	Service Management Group, LLC
CATALYST HEALTHCARE RESEARCH 	3,960,323 77/698,967	March 25, 2009	May 17, 2011	Prince Marketing & Communications, LLC
CONFIDENT CHANGE	3,893,260 85/026,418	April 29, 2010	December 21, 2010	Prince Marketing & Communications, LLC
CONFIDENT CHANGE	N/A 87/559,879	August 8, 2017	N/A	Prince Marketing & Communications, LLC
CROWDQ 	4,512,110 85/825,623	January 17, 2013	April 8, 2014	Prince Marketing & Communications, LLC

Trademark	Registration No./ Serial No.	Filing Date	Registration Date	Owner
PATIENTRACK	4,597,363 76/711,201	April 12, 2012	September 2, 2014	Prince Marketing & Communications, LLC
REALITYTREK RESEARCH	3,952,610 85/057,624	June 8, 2010	April 26, 2011	Prince Marketing & Communications, LLC
UXLAB	3,946,134 85/026,528	April 29, 2010	April 12, 2011	Prince Marketing & Communications, LLC