

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM496475

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BLUE AGENCIES, LLC		11/01/2018	Limited Liability Company: MISSOURI
BRADO CUNEO NOLLAU, LLC		11/01/2018	Limited Liability Company: MISSOURI
RECEIVING PARTY DATA			
Name:	SOUTHFIELD MEZZANINE CAPITAL LP		
Street Address:	53 GREENWICH AVENUE, 2ND FLOOR		
City:	GREENWICH		
State/Country:	CONNECTICUT		
Postal Code:	06830		
Entity Type:	Limited Partnership: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4333786	BRÄDO	
Registration Number:	2530869	OPPORTUNITY MAPPING	
Registration Number:	4855042	RTI	
Registration Number:	4942073	VALUES LINK	
Registration Number:	4242009	VOICE CHECK	
CORRESPONDENCE DATA			
Fax Number:	2149326499		
<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:	214-932-6400		
Email:	sshernandez@mcguirewoods.com		
Correspondent Name:	Adnan Qazi		
Address Line 1:	2000 McKinney Avenue, Suite 1400		
Address Line 4:	Dallas, TEXAS 75201		
ATTORNEY DOCKET NUMBER:	2071997-0003		
NAME OF SUBMITTER:	Stephanie Hernandez		
SIGNATURE:	/Stephanie Hernandez/		

OP \$140.00 4333786

DATE SIGNED:	11/01/2018
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Total Attachments: 5

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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 Pledge and Security Agreement dated as of November 1, 2018 (as the same may be amended, modified, extended or restated from time to time, the "Agreement") by and between the obligors party thereto ("Obligors") and SOUTHFIELD MEZZANINE CAPITAL LP, ("Southfield"), as agent on behalf of each of the lenders ("Agent"), the undersigned Obligors have granted a continuing security interest in, and a right to set off against, any and all right, title and interest of Obligors in and to the trademarks and trademark applications set forth on Schedule 1 hereto to Agent.


The undersigned Obligors and Agent hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

[Signatures begin on following page]

Very truly yours,


OBLIGORS:

BLUE AGENCIES, LLC,
a Missouri limited liability company

By: 
Name: Andrew Parham
Title: Chief Executive Officer

BRADO CUNEO NOLLAU, LLC,
a Missouri limited liability company

By: Blue Agencies, LLC, its Manager

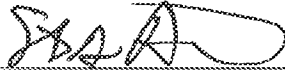
By: 
Name: Andrew Parham
Title: Chief Executive Officer

Acknowledged and Accepted:

SOUTHFIELD MEZZANINE CAPITAL LP,
a Delaware limited partnership

By: Southfield Mezzanine GP LLC, its general
partner

By: _____



Name: Steven Axel

Title: Managing Member

(Signature Page to Notice of Grant of Security Interest in Trademarks)

TRADEMARK
REEL: 006473 FRAME: 0674

Schedule 1


Blue Agencies, LLC:

Unregistered tradenames: Blue Holdings

Fictitious Names: Blue Holdings is registered as a fictitious name with the Missouri Secretary of State (No. X001254041).

Brado Cuneo Nollau, LLC:

Registered Trademarks:

<u>Trademark Description/Name</u>	<u>Registration/Application Number</u>	<u>Date</u>	<u>Country</u>
BRÄDO	4333786	May 14, 2013	USA
Opportunity Mapping	2530869 (Supplemental Register)	January 15, 2002	USA
 RTI	4855042	November 17, 2015	USA
Values Link	4942073	April 19, 2016	USA
Voice Check	4242009	November 13, 2012	USA

Unregistered tradenames:

Brado Creative Insight
Brado
SMI
SMI-Alcott
The Alcott Group
Strategic Marketing

Common Law Trademarks:

InQuest (qualitative process)
VistaLens
SmartCluster
CrystalCluster
Emotional DNA
Brand Equity Dial
Thought Catchers
Up-close & Personal
SWOT Lights
Motivation Gateway
Market Vision Map
Interactive Segment Icons

(Schedule 1 to Notice of Grant of Security Interest in Trademarks)

TRADEMARK
REEL: 006473 FRAME: 0675

Fictitious/Assumed Names:

The fictitious name “Brado Creative Insight” is registered with the Missouri Secretary of State (No. X00960918). “The Alcott Group” is registered as an assumed name with the Illinois Secretary of State.

(Schedule 1 to Notice of Grant of Security Interest in Trademarks)