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| <b>TRADEMARK ASSIGNMENT COVER SHEET</b> |
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Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM511037

|                                   |                            |                                  |                       |
|-----------------------------------|----------------------------|----------------------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>           | NEW ASSIGNMENT             |                                  |                       |
| <b>NATURE OF CONVEYANCE:</b>      | SECURITY INTEREST          |                                  |                       |
| <b>CONVEYING PARTY DATA</b>       |                            |                                  |                       |
| <b>Name</b>                       | <b>Formerly</b>            | <b>Execution Date</b>            | <b>Entity Type</b>    |
| Popsugar Inc.                     |                            | 02/13/2019                       | Corporation: DELAWARE |
| <b>RECEIVING PARTY DATA</b>       |                            |                                  |                       |
| <b>Name:</b>                      | Silicon Valley Bank        |                                  |                       |
| <b>Street Address:</b>            | 2400 Hanover Street        |                                  |                       |
| <b>Internal Address:</b>          | Attn: Managing Director    |                                  |                       |
| <b>City:</b>                      | Palo Alto                  |                                  |                       |
| <b>State/Country:</b>             | CALIFORNIA                 |                                  |                       |
| <b>Postal Code:</b>               | 94304                      |                                  |                       |
| <b>Entity Type:</b>               | Chartered Bank: CALIFORNIA |                                  |                       |
| <b>PROPERTY NUMBERS Total: 31</b> |                            |                                  |                       |
| <b>Property Type</b>              | <b>Number</b>              | <b>Word Mark</b>                 |                       |
| <b>Registration Number:</b>       | 4759408                    | POPSUGAR                         |                       |
| <b>Registration Number:</b>       | 4759409                    | POPSUGAR                         |                       |
| <b>Registration Number:</b>       | 4853967                    | POPSUGAR                         |                       |
| <b>Registration Number:</b>       | 4759410                    | POPSUGAR                         |                       |
| <b>Registration Number:</b>       | 4844130                    | POPSUGAR                         |                       |
| <b>Registration Number:</b>       | 4759416                    | POPSUGAR                         |                       |
| <b>Registration Number:</b>       | 4767797                    | POPSUGAR                         |                       |
| <b>Registration Number:</b>       | 4759418                    | POPSUGAR                         |                       |
| <b>Registration Number:</b>       | 4747805                    | POPSUGAR                         |                       |
| <b>Registration Number:</b>       | 4805483                    | FIND YOUR HAPPY                  |                       |
| <b>Registration Number:</b>       | 5061895                    | GET THE DISH                     |                       |
| <b>Registration Number:</b>       | 4892173                    | POPSUGAR WEDDINGS                |                       |
| <b>Registration Number:</b>       | 4925938                    | POPSUGAR MOMMY'S HELPER          |                       |
| <b>Registration Number:</b>       | 5060484                    | KNOCK KNOCK WITH RACHEL ANTONOFF |                       |
| <b>Registration Number:</b>       | 5301982                    | POWER YOUR HAPPY                 |                       |
| <b>Registration Number:</b>       | 5194049                    | CLASS FITSUGAR                   |                       |
| <b>Registration Number:</b>       | 5049113                    | WE SPY STYLE                     |                       |
| <b>Registration Number:</b>       | 5049114                    | EAT THE TREND                    |                       |

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| Property Type        | Number   | Word Mark            |
|----------------------|----------|----------------------|
| Registration Number: | 5201512  | POWER YOUR HAPPY     |
| Registration Number: | 5049913  | POPDOCS              |
| Registration Number: | 5244219  | GLOW BY POPSUGAR     |
| Registration Number: | 5333543  | BEAUTY JUNKIE        |
| Registration Number: | 5528920  | TRENDRANK            |
| Registration Number: | 5615445  | POPSUGAR             |
| Registration Number: | 5515637  | POPSUGAR             |
| Serial Number:       | 87274938 | POPSUGAR             |
| Serial Number:       | 87717738 | POPSUGAR             |
| Serial Number:       | 88050204 | POPSUGAR PLAY/GROUND |
| Serial Number:       | 88066638 | BINGE BY POPSUGAR    |
| Serial Number:       | 88168977 | GLOW                 |
| Serial Number:       | 88255245 | #TWINNING            |

**CORRESPONDENCE DATA**

**Fax Number:** 2134432926

*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:** 213-617-5493

**Email:** jcravitz@sheppardmullin.com

**Correspondent Name:** Sheppard, Mullin, Richter & Hampton LLP

**Address Line 1:** 333 S. Hope St., 43rd Floor

**Address Line 2:** Attn: J. Cravitz

**Address Line 4:** Los Angeles, CALIFORNIA 90071

**ATTORNEY DOCKET NUMBER:** 05T5-285660

**NAME OF SUBMITTER:** Julie Cravitz

**SIGNATURE:** /julie cravitz/

**DATE SIGNED:** 02/21/2019

**Total Attachments: 6**

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**FIRST AMENDMENT TO  
INTELLECTUAL PROPERTY SECURITY AGREEMENT**

This FIRST AMENDMENT TO INTELLECTUAL PROPERTY SECURITY AGREEMENT (the "First Amendment") is entered into this 13th day of February, 2019, by and between SILICON VALLEY BANK, a California corporation ("Bank") and POPSUGAR INC., a Delaware corporation ("Grantor").

**RECITALS**

WHEREAS, Bank has agreed to make certain advances of money and to extend certain financial accommodations to Grantor in the amounts and manner set forth in that certain Amended and Restated Loan and Security Agreement dated as of February 25, 2014 by and between Bank and PopSugar Inc., as borrower (in such capacity, "Borrower"), as amended by that certain Second Amended and Restated Loan and Security Agreement dated as of March 14, 2018 by and between Bank and Borrower (as the same has been amended, modified, supplemented, renewed or otherwise modified from time to time, the "Loan Agreement").

WHEREAS, pursuant to the terms of the Loan Agreement, Bank and Grantor entered into that certain Intellectual Property Security Agreement dated as of April 2, 2014 (the "IP Security Agreement"), by which Grantor granted and pledged to Bank a security interest in all of Grantor's right, title and interest in, to and under the Intellectual Property Collateral of Grantor (as defined in the IP Security Agreement).

WHEREAS, Grantor has executed that certain Addendum to Intellectual Property Security Agreement dated as of April 3, 2017 identifying certain additional intellectual property of Grantor that was not specifically described in the IP Security Agreement.

NOW, THEREFORE, in consideration of the foregoing recitals and other good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, and intending to be legally bound, the parties hereto agree as follows:

1. Grant of Security Interest. To secure its obligations under the Loan Agreement, Grantor grants and pledges to Bank a continuing security interest in all of Grantor's right, title and interest in, to and under the intellectual property of Grantor described in Schedule 1 and Schedule 2 attached to this First Amendment, subject to the terms and provisions of the IP Security Agreement.
2. Amendment to Exhibit B. Exhibit B of the IP Security Agreement is amended to include the information regarding Patents that is set forth in Schedule 1 of this First Amendment.
3. Amendment to Exhibit C. Exhibit C of the IP Security Agreement is amended to include the information regarding Trademarks that is set forth in Schedule 2 of this First Amendment.

4. This First Amendment is presented for recordation as a constructive notice that Grantor, the owner of the intellectual property identified in the schedules attached hereto, has granted to Bank a security interest in such intellectual property, and the exclusive rights comprised in the intellectual property, to secure payment of a debt.

IN WITNESS WHEREOF, the parties hereto have caused this First Amendment to be duly executed and delivered as of the date first written above.

**BANK**

SILICON VALLEY BANK

By: Mark Turk  
Name: Mark Turk  
Title: Managing Director

**BORROWER**

POPSUGAR INC.,  
a Delaware corporation

By: \_\_\_\_\_  
Name: Sean Macnew  
Title: Chief Financial Officer and  
Chief Operating Officer

4. This First Amendment is presented for recordation as a constructive notice that Grantor, the owner of the intellectual property identified in the schedules attached hereto, has granted to Bank a security interest in such intellectual property, and the exclusive rights comprised in the intellectual property, to secure payment of a debt.

IN WITNESS WHEREOF, the parties hereto have caused this First Amendment to be duly executed and delivered as of the date first written above.


**BANK**

SILICON VALLEY BANK

By: \_\_\_\_\_  
Name: Mark Turk  
Title: Managing Director

**BORROWER**

POPSUGAR INC.,  
a Delaware corporation

By:   
Name: Sean Macnew  
Title: Chief Financial Officer and  
Chief Operating Officer

SCHEDULE 1

Patents

| <u>Description</u>  | <u>Registration/<br/>Application<br/>Number</u> | <u>Registration/<br/>Application<br/>Date</u> |
|---|---|---|
| Computer Database Access<br>System and Method for<br>Categorizing by Style<br>Ranking | 15/001,142                                      | (01/19/2016)                                  |

SCHEDULE 2

Trademarks

| <u>Description</u>                     | <u>Serial Number<br/>(Filing Date)</u> | <u>Registration Number<br/>(Registration Date)</u> |
|--|--|--|
| POPSUGAR                               | 86-423525<br>(10/14/2014)              | 4759408<br>(06/23/2015)                            |
| POPSUGAR                               | 86-423530<br>(10/14/2014)              | 4759409<br>(06/23/2015)                            |
| POPSUGAR                               | 86-423551<br>(10/14/2014)              | 4853967<br>(11/17/2015)                            |
| POPSUGAR                               | 86-423555<br>(10/14/2014)              | 4759410<br>(06/23/2015)                            |
| POPSUGAR                               | 86-423597<br>(10/14/2014)              | 4844130<br>(11/03/2015)                            |
| POPSUGAR                               | 86-423619<br>(10/14/2014)              | 4759416<br>(06/23/2015)                            |
| POPSUGAR                               | 86-423622<br>(10/14/2014)              | 4767797<br>(07/07/2015)                            |
| POPSUGAR                               | 86-423652<br>(10/14/2014)              | 4759418<br>(06/23/2015)                            |
| POPSUGAR                               | 86-423696<br>(10/14/2014)              | 4747805<br>(06/02/2015)                            |
| FIND YOUR<br>HAPPY                     | 86-439287<br>10/30/2014                | 4805483<br>(09/01/2015)                            |
| GET THE DISH                           | 86-608980<br>04/24/2015                | 5061895<br>(10/18/2016)                            |
| POPSUGAR<br>Weddings                   | 86-637805<br>05/21/2015                | 4892173<br>(01/26/2016)                            |
| POPSUGAR<br>Mommy's Helper             | 86-637823<br>05/21/2015                | 4925938<br>(03/29/2016)                            |
| KNOCK KNOCK<br>WITH RACHEL<br>ANTONOFF | 86-648751<br>06/02/2015                | 5060484<br>(10/11/2016)                            |
| POWER YOUR<br>HAPPY                    | 86-658851<br>06/11/2015                | 5301982<br>(10/03/2017)                            |
| CLASS FITSUGAR                         | 86-909997<br>02/17/2016                | 5194049<br>(05/02/2017)                            |
| WE SPY STYLE                           | 86-910000<br>02/17/2016                | 5049113<br>(09/27/2016)                            |
| EAT THE TREND                          | 86-910004<br>02/17/2016                | 5049114<br>(09/27/2016)                            |

|                         |                            |                         |
|-------------------------|----------------------------|-------------------------|
| POWER YOUR<br>HAPPY     | 87-010902<br>04/22/2016    | 5201512<br>(05/09/2017) |
| POPDOCS                 | 87-026627<br>05/05/2016    | 5049913<br>(09/27/2016) |
| GLOW BY<br>POPSUGAR     | 87-062708<br>06/07/2016    | 5244219<br>(07/18/2017) |
| POPSUGAR                | 87-274938<br>12/20/2016    | (pending)               |
| BEAUTY JUNKIE           | 87-323113<br>(02/03/2017)  | 5333543<br>(1/14/2017)  |
| TRENDRANK               | 87-713996<br>(12/08/2017)  | 5528920<br>(07/31/2018) |
| POPSUGAR                | 87-717738<br>(12/12/2017)  | (pending)               |
| POPSUGAR                | 87-851714<br>(03/27/20178) | (pending)               |
| POPSUGAR                | 87-977654<br>(12/20/2016)  | 5515637<br>(07/10/2018) |
| POPSUGAR<br>PLAY/GROUND | 88-050204<br>(7/24/2018)   | (pending)               |
| BINGE BY<br>POPSUGAR    | 88-066638<br>(08/06/2018)  | (pending)               |
| GLOW                    | 88-168977<br>(10/25/2018)  | (pending)               |
| #TWINNING               | 88-255254<br>(01/09/2019)  | (pending)               |