

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM506811

<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>
Broadleaf Results, Inc.		01/17/2019	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HSBC Bank USA		
<b>Street Address:</b>	95 Washington Street		
<b>City:</b>	Buffalo		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	14203		
<b>Entity Type:</b>	National Banking Association: UNITED STATES		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87866429	VMS PLUS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7168526100		
<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>			
<b>Phone:</b>	(716) 847-8400		
<b>Email:</b>	spiatkowski@phillipslytle.com		
<b>Correspondent Name:</b>	Phillips Lytle LLP		
<b>Address Line 1:</b>	One Canalside		
<b>Address Line 2:</b>	125 Main Street		
<b>Address Line 4:</b>	Buffalo, NEW YORK 14203		
<b>ATTORNEY DOCKET NUMBER:</b>	3.602		
<b>NAME OF SUBMITTER:</b>	Sharon A. Piatkowski		
<b>SIGNATURE:</b>	/Sharon A. Piatkowski/		
<b>DATE SIGNED:</b>	01/22/2019		
<b>Total Attachments: 3</b>			
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## NOTICE OF SECURITY INTEREST

Notice is hereby given that **BROADLEAF RESULTS, INC.**, a New York corporation, with its principal place of business located at 250 International Drive, Williamsville, New York 14221 (“Company”) has granted a security interest to **HSBC BANK USA, NATIONAL ASSOCIATION** with its principal place of business located at 95 Washington Street, Buffalo, New York 14203 , as Agent (in such capacity, “Agent”), in and to all of the trademarks listed on Schedule A and the applications, registrations and goodwill associated therewith, pursuant to an agreement between Company and Agent dated of even date herewith and as the same may be amended or supplemented from time to time.

Dated: January 17, 2019

[Signature Page Follows]

BROADLEAF RESULTS, INC.

By: Lynne Marie Finn  
Lynne Marie Finn  
Chief Executive Officer

STATE OF NEW YORK)  
COUNTY OF ERIE ) SS.:

On the 17<sup>th</sup> day of January in the year 2019, before me, the undersigned, personally appeared Lynne Marie Finn, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her capacity, and that by her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

[Signature]  
Notary Public

MARK J. STUHMILLER  
Notary Public, State of New York  
Qualified in Erie County  
My Commission Expires 2/1/21

[Signature Page to Notice of Security Interest]

**SCHEDULE A**  
**TO NOTICE OF SECURITY INTEREST IN TRADEMARKS**

Trademark	Reg./App. Number	Country
VMS PLUS	Serial No. 87866429	US