

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM536680

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
POPSUGAR Inc.	FORMERLY Sugar Publishing Incorporated	08/12/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Western Alliance Bank, an Arizona corporation		
Street Address:	55 Almaden Boulevard, Suite 100		
City:	San Jose		
State/Country:	CALIFORNIA		
Postal Code:	95113		
Entity Type:	Corporation: ARIZONA		
PROPERTY NUMBERS Total: 48			
Property Type	Number	Word Mark	
Serial Number:	88255245	#TWINNING	
Serial Number:	88050204	POPSUGAR PLAY/GROUND	
Serial Number:	88168977	GLOW	
Serial Number:	88066638	BINGE BY POPSUGAR	
Serial Number:	87717738	POPSUGAR	
Serial Number:	87274938	POPSUGAR	
Serial Number:	87851714	POPSUGAR	
Serial Number:	87713996	TRENDRANK	
Serial Number:	87977654	POPSUGAR	
Serial Number:	87323113	BEAUTY JUNKIE	
Serial Number:	87062708	GLOW BY POPSUGAR	
Serial Number:	87010902	POWER YOUR HAPPY	
Serial Number:	87026627	POPDOCS	
Serial Number:	86658851	POWER YOUR HAPPY	
Serial Number:	86909997	CLASS FITSUGAR	
Serial Number:	86608980	GET THE DISH	
Serial Number:	86648751	KNOCK KNOCK WITH RACHEL ANTONOFF	
Serial Number:	86910004	EAT THE TREND	
Serial Number:	86910000	WE SPY STYLE	
TRADEMARK			

OP \$1215.00 88255245

Property Type	Number	Word Mark
Serial Number:	86637823	POPSUGAR MOMMY'S HELPER
Serial Number:	86637805	POPSUGAR WEDDINGS
Serial Number:	86423551	POPSUGAR
Serial Number:	86423597	POPSUGAR
Serial Number:	86439287	FIND YOUR HAPPY
Serial Number:	86423622	POPSUGAR
Serial Number:	86423652	POPSUGAR
Serial Number:	86423619	POPSUGAR
Serial Number:	86423555	POPSUGAR
Serial Number:	86423530	POPSUGAR
Serial Number:	86423525	POPSUGAR
Serial Number:	86423696	POPSUGAR
Serial Number:	86234181	THE BAKERY
Serial Number:	86218907	POPSUGAR
Serial Number:	86082622	POPSUGAR ACTIVE
Serial Number:	85019344	INSANELY ADDICTIVE
Serial Number:	85848557	POPSUGAR
Serial Number:	85738987	THE CIRCLE OF MOMS MONEY SAVER
Serial Number:	85713419	POPSUGAR MUST HAVE BOX
Serial Number:	85713407	THE CIRCLE OF MOMS COOKBOOK
Serial Number:	85713400	POPSUGAR MUST HAVE
Serial Number:	85675662	PICT
Serial Number:	78897280	POPSUGAR
Serial Number:	78897094	FABSUGAR
Serial Number:	77808386	CIRCLE OF MOMS
Serial Number:	77808375	CIRCLE OF MOMS
Serial Number:	77808334	CIRCLE OF MOMS
Serial Number:	77776742	ONSUGAR
Serial Number:	77497915	SHOPSENSE

CORRESPONDENCE DATA

Fax Number:

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: 7033826485

Email: DHall@VLPLawGroup.com

Correspondent Name: Davis Hall

Address Line 1: 1029 N Stuart Street

Address Line 2: Unit 200

Address Line 4: Arlington, VIRGINIA 22201

TRADEMARK

REEL: 006720 FRAME: 0766

NAME OF SUBMITTER:	Davis Hall
SIGNATURE:	/DavisHall/
DATE SIGNED:	08/15/2019
Total Attachments: 7 source=WAL_PopSugar_Intellectual Property Security Agreement (Parent)_Executed_8-12-19#page1.tif source=WAL_PopSugar_Intellectual Property Security Agreement (Parent)_Executed_8-12-19#page2.tif source=WAL_PopSugar_Intellectual Property Security Agreement (Parent)_Executed_8-12-19#page3.tif source=WAL_PopSugar_Intellectual Property Security Agreement (Parent)_Executed_8-12-19#page4.tif source=WAL_PopSugar_Intellectual Property Security Agreement (Parent)_Executed_8-12-19#page5.tif source=WAL_PopSugar_Intellectual Property Security Agreement (Parent)_Executed_8-12-19#page6.tif source=WAL_PopSugar_Intellectual Property Security Agreement (Parent)_Executed_8-12-19#page7.tif	

INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT, dated as of August 12, 2019 (the "Agreement"), between WESTERN ALLIANCE BANK, an Arizona corporation ("Lender") and POPSUGAR INC., a Delaware corporation ("Grantor"), is made with reference to the Business Financing Agreement, dated as of August 12, 2019 (as amended from time to time, the "Financing Agreement"), among Lender, POPSUGAR MEDIA INC., and Grantor. Terms defined in the Financing 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 Financing 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 or 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 Borrower connected with and symbolized by such trademarks (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 Financing 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 Financing 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:

POPSUGAR INC., a Delaware corporation

By: _____

Name: _____

Title: _____

Address for Notices:

Attn: Sean Macnew
111 Sutter Street, 16th Floor
San Francisco, CA 94104

LENDER:

WESTERN ALLIANCE BANK, an Arizona corporation

By: Grant Simon

Name: Grant Simon

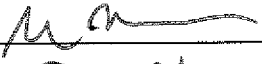
Title: AVP

Address for Notices:

Attn: Grant Simon
201 Spear Street, Suite 1700
San Francisco, CA 94105
Tel: (415) 230-5689
Fax: (408) 423-8520

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

GRANTOR:
POPSUGAR INC., a Delaware corporation

By: 
Name: Sean Macneil
Title: _____

Address for Notices:
Attn:
111 Sutter Street, 16th Floor
San Francisco, CA 94104
Fax: _____

LENDER:
WESTERN ALLIANCE BANK, an Arizona corporation

By: _____
Name: _____
Title: _____

Address for Notices:
Attn: Grant Simon
201 Spear Street, Suite 1700
San Francisco, CA 94105
Tel: (415) 230-5689
Fax: (408) 423-8520

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>UPTO Reference Number:</u>	<u>Filing Date:</u>
#TWINNING	88255245			01/09/2019
POPSUGAR PLAY/GROUND	88050204			07/24/2018
GLOW	88168977			10/25/2018
BINGE BY POPSUGAR	88066638			08/06/2018
POPSUGAR	87717738			12/12/2017
POPSUGAR	87274938			12/20/2016
POPSUGAR	87851714	5615445		03/27/2018
TRENDRANK	87713996	5528920		12/08/2017
POPSUGAR	87977654	5515637		12/20/2016
BEAUTY JUNKIE	87323113	5333543		02/03/2017
GLOW BY POPSUGAR	87062708	5244219		06/07/2016
POWER YOUR HAPPY	87010902	5201512		04/22/2016
POPDOCS	87026627	5049913		05/05/2016
POWER YOUR HAPPY	86658851	5301982		06/11/2015
CLASS FITSUGAR	86909997	5194049		02/17/2016
GET THE DISH	86608980	5061895		04/24/2015
KNOCK KNOCK WITH RACHEL ANTONOFF	86648751	5060484		06/02/2015
EAT THE TREND	86910004	5049114		02/17/2016
WE SPY STYLE	86910000	5049113		02/17/2016
POPSUGAR MOMMY'S HELPER	86637823	4925938		05/21/2015
POPSUGAR WEDDINGS	86637805	4892173		05/21/2015

POPSUGAR	86423551	4853967		10/14/2014
POPSUGAR	86423597	4844130		10/14/2014
FIND YOUR HAPPY	86439287	4805483		10/30/2014
POPSUGAR	86423622	4767797		10/14/2014
POPSUGAR	86423652	4759418		10/14/2014
POPSUGAR	86423619	4759416		10/14/2014
POPSUGAR	86423555	4759410		10/14/2014
POPSUGAR	86423530	4759409		10/14/2014
POPSUGAR	86423525	4759408		10/14/2014
POPSUGAR	86423696	4747805		10/14/2014
THE BAKERY	86234181	4753013		03/27/2014
POPSUGAR	86218907	4620572		03/12/2014
POPSUGAR ACTIVE	86082622	4657423		10/04/2013
INSANELY ADDICTIVE	85019344	3870664		04/21/2010
POPSUGAR	85848557	4517118		02/13/2013
THE CIRCLE OF MOMS MONEY SAVER	85738987	4519985		09/26/2012
POPSUGAR MUST HAVE BOX	85713419	4452284		08/27/2012
THE CIRCLE OF MOMS COOKBOOK	85713407	4337868		08/27/2012
POPSUGAR MUST HAVE	85713400	4434824		08/27/2012
PICT	85675662	4552297		07/12/2012
POPSUGAR	78897280	3334918		05/31/2006
FABSUGAR	78897094	3548360		05/31/2006
CIRCLE OF MOMS	77808386	4035482		08/19/2009
CIRCLE OF MOMS	77808375	3847200		08/19/2009
CIRCLE OF MOMS	77808334	3847199		08/19/2009
ONSUGAR	77776742	3749412		07/08/2009
SHOPSENSE	77497915	3693689		06/12/2008

