

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM554415

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Advertising Consultants Incorporated		12/18/2019	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Western Alliance Bank		
Street Address:	2700 W. Sahara Avenue		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89102		
Entity Type:	Chartered Bank: ARIZONA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4644768	ACI MEDIA GROUP	
Registration Number:	5072320	ACI LAST MILE NETWORK	
CORRESPONDENCE DATA			
Fax Number:	2134432926		
<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:	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:	31NP-305499		
NAME OF SUBMITTER:	Julie Cravitz		
SIGNATURE:	/julie cravitz/		
DATE SIGNED:	12/20/2019		
Total Attachments: 5			
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**TRADEMARK SECURITY
AGREEMENT**

**ADVERTISING
CONSULTANTS
INCORPORATED, ET AL.**

This TRADEMARK SECURITY AGREEMENT (this "*Trademark Security Agreement*") is made this 18th day of December, 2019, by and among Grantors listed on the signature pages hereof (collectively, jointly and severally, "*Grantors*" and each individually "*Grantor*"), and WESTERN ALLIANCE BANK, an Arizona corporation ("*Bank*").

WITNESSETH:

WHEREAS, pursuant to that certain Credit Agreement dated as of the 18th day of December, 2019 (as amended, restated, supplemented, or otherwise modified from time to time, the "*Credit Agreement*") between and among Advertising Consultants Incorporated, a California corporation, ACI Media Group Inc., a California corporation, ACI Interco, LLC, a Delaware limited liability company, ACI Last Mile California, LLC, a Delaware limited liability company, ACI Last Mile Network, LLC, a Delaware limited liability company, ACI Last Mile Midwest, LLC, a Delaware limited liability company, ACI Last Mile Northeast, LLC, a Delaware limited liability company, ACI Last Mile Northwest, LLC, a Delaware limited liability company, ACI Last Mile Southeast, LLC, a Delaware limited liability company, ACI Last Mile Southwest, LLC, a Delaware limited liability company, CIPS Marketing Group, LLC, a California limited liability company, MDNET, LLC, a Delaware limited liability company, and CIPS Acquisition, LLC, a Delaware limited liability company (each, a "*Borrower*" and collectively, as "*Borrowers*"), and Bank, Bank agreed to make certain financial accommodations available to Borrowers from time to time pursuant to the terms and conditions thereof; and

WHEREAS, Bank is willing to make the financial accommodations to Borrowers as provided for in the Credit Agreement, but only upon the condition, among others, that Grantors shall have executed and delivered to Bank that certain Security Agreement, dated as of even date with the Credit Agreement (including all annexes, exhibits or schedules thereto, as from time to time amended, restated, supplemented or otherwise modified, the "*Security Agreement*"); and

WHEREAS, pursuant to the Security Agreement, Grantors are required to execute and deliver to Bank this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and mutual covenants herein contained and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each Grantor hereby agrees as follows:

1. **DEFINED TERMS.** All initially capitalized terms used but not otherwise defined herein have the meanings given to them in the Security Agreement or, if not defined therein, in the Credit Agreement.

2. **GRANT OF SECURITY INTEREST IN TRADEMARK COLLATERAL.** Each Grantor hereby unconditionally grants, assigns, and pledges to Bank to secure the Secured Obligations, a continuing security interest (referred to in this Trademark Security Agreement as the "*Security Interest*") in all of such Grantor's right, title and interest in and to the following, whether now owned or hereafter acquired or arising (collectively, the "*Trademark Collateral*"):

(a) all of its Trademarks and Trademark Intellectual Property Licenses to which it is a party including those referred to on Schedule I;

(b) all goodwill of the business connected with the use of, and symbolized by, each Trademark and each Trademark Intellectual Property License; and

(c) all products and proceeds (as that term is defined in the UCC) of the foregoing, including any claim by such Grantor against third parties for past, present or future (i) infringement or dilution of any Trademark or any Trademarks exclusively licensed under any Intellectual Property License, including right to receive any damages, (ii) injury to the goodwill associated with any Trademark, or (iii) right to receive license fees, royalties, and other compensation under any Trademark Intellectual Property License; provided that Trademark Collateral shall not include any "intent to use" trademark applications to the extent that, and solely during the period in which, the grant of a security interest therein would impair the validity or enforceability of such "intent to use" trademark applications under applicable federal law.

3. **SECURITY FOR SECURED OBLIGATIONS.** This Trademark Security Agreement and the Security Interest created hereby secures the payment and performance of the Secured Obligations, whether now existing or arising hereafter. Without limiting the generality of the foregoing, this Trademark Security Agreement secures the payment of all amounts which constitute part of the Secured Obligations and would be owed by Grantors, or any of them, to Bank, whether or not they are unenforceable or not allowable due to the existence of an Insolvency Proceeding involving any Grantor.

4. **SECURITY AGREEMENT.** The Security Interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interests granted to Bank pursuant to the Security Agreement. Each Grantor hereby acknowledges and affirms that the rights and remedies of Bank with respect to the Security Interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. To the extent there is any inconsistency between this Trademark Security Agreement and the Security Agreement, the Security Agreement shall control.

5. **AUTHORIZATION TO SUPPLEMENT.** If any Grantor shall obtain rights to any new trademarks, the provisions of this Trademark Security Agreement shall automatically apply thereto. Grantors shall give notice in writing to Bank with respect to any such new trademarks or renewal or extension of any trademark registration in accordance with Section 5.3(b) of the Credit Agreement. Without limiting Grantors' obligations under this Section, Grantors hereby authorize Bank unilaterally to modify this Trademark Security Agreement by amending Schedule I to include any such new trademark rights of each Grantor. Notwithstanding the foregoing, no failure to so modify this Trademark Security Agreement or amend Schedule I shall in any way affect, invalidate or detract from Bank's continuing security interest in all Collateral, whether or not listed on Schedule I.

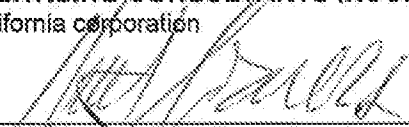
6. **COUNTERPARTS.** This Trademark Security Agreement may be executed in any number of counterparts and by different parties on separate counterparts, each of which, when executed and delivered, shall be deemed to be an original, and all of which, when taken together, shall constitute but one and the same Trademark Security Agreement. Delivery of an executed counterpart of this Trademark Security Agreement by telefacsimile or other electronic method of transmission shall be equally as effective as delivery of an original executed counterpart of this Trademark Security Agreement. Any party delivering an executed counterpart of this Trademark Security Agreement by telefacsimile or other electronic method of transmission also shall deliver an original executed counterpart of this Trademark Security Agreement but the failure to deliver an original executed counterpart shall not affect the validity, enforceability, and binding effect of this Trademark Security Agreement.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Security Agreement to be executed and delivered as of the day and year first above written.

GRANTORS:

ADVERTISING CONSULTANTS INCORPORATED,
a California corporation

By: 
Name: Keith Somers
Title: President

ACCEPTED AND ACKNOWLEDGED BY:

BANK:

WESTERN ALLIANCE BANK,
an Arizona corporation

By: _____
Name:
Title:

Trademark Security
Agreement—ACI

TRADEMARK
REEL: 006823 FRAME: 0556

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Security Agreement to be executed and delivered as of the day and year first above written.

GRANTORS:

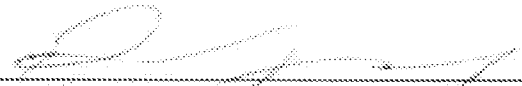
ADVERTISING CONSULTANTS INCORPORATED,
a California corporation

By: _____
Name: Keith Somers
Title: President

ACCEPTED AND ACKNOWLEDGED BY:

BANK:

WESTERN ALLIANCE BANK,
an Arizona corporation

By:  _____
Name: Richard Lamoreux
Title: Senior Vice President

Trademark Security
Agreement—ACI

TRADEMARK
REEL: 006823 FRAME: 0557

SCHEDULE I
to
TRADEMARK SECURITY AGREEMENT

Trademark Registrations/Applications

Advertising Consultants Incorporated	United States	ACI MEDIA GROUP	4644768	November 25, 2014
Advertising Consultants Incorporated	United States		5072320	November 1, 2016

Trade Names

NONE.

Common Law Trademarks

NONE.

Trademarks Not Currently In Use

NONE.

Trademark Licenses

NONE.