

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM556985

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
World 50, Inc.		01/10/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Barings Finance LLC, as Administrative Agent		
Street Address:	300 South Tryon Street, Suite 2500		
City:	Charlotte		
State/Country:	NORTH CAROLINA		
Postal Code:	28202		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 41			
Property Type	Number	Word Mark	
Registration Number:	5463937	WOMEN EXECUTIVE 50	
Registration Number:	5463939	LEGAL 50	
Registration Number:	5463938	COMMUNICATIONS 50	
Registration Number:	5359347	WORLD 50 LABS	
Registration Number:	5144362	GROWTH 50	
Registration Number:	4993213	INNOVATING 50	
Registration Number:	5263193	ONE°	
Registration Number:	4659699	STAY AHEAD	
Registration Number:	4659277	M50	
Registration Number:	4659279	SC50	
Registration Number:	4659285	R50	
Registration Number:	4659280	S50	
Registration Number:	4666530	CE50	
Registration Number:	4659289	E50	
Registration Number:	4659297	P50	
Registration Number:	4659299	GC50	
Registration Number:	4659304	D50	
Registration Number:	4663020	SECURITY 50	
Registration Number:	4663022	DIGITAL 50	

CH \$1040.00 5463937

Property Type	Number	Word Mark
Registration Number:	4663023	FINANCE 50
Registration Number:	4659305	F50
Registration Number:	4487869	PROCUREMENT 50
Registration Number:	4472361	GENERAL COUNSEL 50
Registration Number:	4361544	CHIEF EXECUTIVE 50
Registration Number:	4357499	50
Registration Number:	4330859	ENTERPRISE 50
Registration Number:	4330860	STRATEGY 50
Registration Number:	3713643	HR 50
Registration Number:	3713641	GLOBAL 50
Registration Number:	3713640	BRAND 50
Registration Number:	3713642	SUSTAINABILITY 50
Registration Number:	3713639	REVENUE 50
Registration Number:	3713637	MARKETING 50
Registration Number:	3713638	HUMAN RESOURCE 50
Registration Number:	3713636	SUPPLY CHAIN 50
Registration Number:	4606789	ONE DEGREE
Registration Number:	3199464	W50
Registration Number:	3199444	WORLD 50
Serial Number:	88389259	WORLD 50: CHIEF EXECUTIVE
Registration Number:	5564328	LIFE 50
Registration Number:	5463934	TREASURY 50

CORRESPONDENCE DATA

Fax Number: 2149813400

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: 214-981-3483

Email: dclark@sidley.com

Correspondent Name: Dusan Clark, Esq.

Address Line 1: Sidley Austin LLP

Address Line 2: 2021 McKinney Ave., Suite 2000

Address Line 4: Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER:	34632-30760
NAME OF SUBMITTER:	Dusan Clark
SIGNATURE:	/Dusan Clark/
DATE SIGNED:	01/10/2020

Total Attachments: 8

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TRADEMARK SECURITY AGREEMENT

Trademark Security Agreement, dated as of January 10, 2020, (the “Trademark Security Agreement”) by WORLD 50, INC. (the “Grantor”), in favor of BARINGS FINANCE LLC, in its capacity as administrative agent pursuant to the Credit Agreement (as defined below) (in such capacity, the “Administrative Agent”).

WITNESSETH:

WHEREAS, reference is made to that certain Senior Secured Credit Agreement, dated as of January 10, 2020 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “Credit Agreement”), W50 HOLDINGS, INC., a Delaware corporation (“Holdings”), WORLD 50, INC., a Delaware corporation (the “Borrower”), the other Guarantors party thereto from time to time and BARINGS FINANCE LLC, as Administrative Agent and Swing Line Lender, and each lender from time to time party thereto (collectively, the “Lenders”).

WHEREAS, the Grantor is party to a Security Agreement dated as of January 10, 2020 (as amended, amended and restated, supplemented or otherwise modified from time to time, the “Security Agreement”) in favor of the Administrative Agent pursuant to which the Grantor is required to execute and deliver this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Administrative Agent, for the benefit of the Secured Parties, to enter into the Credit Agreement, the Grantor hereby agree with the Administrative Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the Security Agreement and used herein have the meaning given to them in the Security Agreement and the Credit Agreement.

SECTION 2. Grant of Security Interest in Trademark Collateral. The Grantor hereby pledges and grants to the Administrative Agent for the benefit of the Secured Parties a lien on and security interest in and to all of its right, title and interest in, to and under all the following Collateral (excluding any Excluded Assets) of the Grantor: Trademarks of the Grantor listed on Schedule I attached hereto.


SECTION 3. The Security Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Administrative Agent pursuant to the Security Agreement and the Grantor hereby acknowledges and affirms that the rights and remedies of the Administrative Agent with respect to the security interest in the Trademarks made and granted hereby are more fully set forth in the Security Agreement, the terms of which are incorporated herein by reference. In the event that any provision of this Trademark Security Agreement is deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall control unless the Administrative Agent shall otherwise determine.

SECTION 4. Termination. Upon the termination of the Security Agreement in accordance with Section 6.11 thereof, the Administrative Agent shall, at the expense of the Grantor, execute, acknowledge, and deliver to the Grantor an instrument in writing in recordable form releasing the lien on and security interest in the Trademarks under this Trademark Security Agreement.

SECTION 5. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Trademark Security Agreement by signing and delivering one or more counterparts.

[Signature pages follow]

WORLD 50, INC.

By: 

Name: Dan Glennon

Title: Chief Financial Officer,
Secretary & Treasurer

BARINGS FINANCE LLC, as Administrative Agent

By:


Name: Joseph P. Lay
Title: Managing Director


[Signature Page to Trademark Security Agreement]

TRADEMARK
REEL: 006835 FRAME: 0666

Schedule I
Trademark Registrations and Use Applications

OWNER	REGISTRATION NUMBER	TRADEMARK
World 50, Inc.	5,564,328	LIFE 50
World 50, Inc.	5,463,934	TREASURY 50
World 50, Inc.	5,463,937	WOMEN EXECUTIVE 50
World 50, Inc.	5,463,939	LEGAL 50
World 50, Inc.	5,463,938	COMMUNICATIONS 50
World 50, Inc.	5,359,347	WORLD 50 LABS
World 50, Inc.	5,144,362	GROWTH 50
World 50, Inc.	4,993,213	INNOVATING 50
World 50, Inc.	5,263,193	ONE°
World 50, Inc.	4,659,699	STAY AHEAD
World 50, Inc.	4,659,277	M50
World 50, Inc.	4,659,279	SC50
World 50, Inc.	4,659,285	R50
World 50, Inc.	4,659,280	S50
World 50, Inc.	4,666,530	CE50
World 50, Inc.	4,659,289	E50
World 50, Inc.	4,659,297	P50
World 50, Inc.	4,659,299	GC50
World 50, Inc.	4,659,304	D50

World 50, Inc.	4,663,020	SECURITY 50
World 50, Inc.	4,663,022	DIGITAL 50
World 50, Inc.	4,663,023	FINANCE 50
World 50, Inc.	4,659,305	F50
World 50, Inc.	4,487,869	PROCUREMENT 50
World 50, Inc.	4,472,361	GENERAL COUNSEL 50
World 50, Inc.	4,361,544	CHIEF EXECUTIVE 50
World 50, Inc.	4,357,499	50
World 50, Inc.	4,330,859	ENTERPRISE 50
World 50, Inc.	4,330,860	STRATEGY 50
World 50, Inc.	3,713,643	HR 50
World 50, Inc.	3,713,641	GLOBAL 50
World 50, Inc.	3,713,640	BRAND 50
World 50, Inc.	3,713,642	SUSTAINABILITY 50
World 50, Inc.	3,713,639	REVENUE 50
World 50, Inc.	3,713,637	MARKETING 50
World 50, Inc.	3,713,638	HUMAN RESOURCE 50
World 50, Inc.	3,713,636	SUPPLY CHAIN 50
World 50, Inc.	4,606,789	ONE DEGREE
World 50, Inc.	3,199,464	W50
World 50, Inc.	3,199,444	WORLD 50
World 50, Inc.	017568676	ONE DEGREE
World 50, Inc.	017568651	INNOVATING 50

World 50, Inc.	017568619	COMMUNICATIONS 50
World 50, Inc.	017568643	HUMAN RESOURCE 50
World 50, Inc.	013692405	HR 50
World 50, Inc.	013688891	BRAND 50
World 50, Inc.	013688941	SUSTANABILITY 50
World 50, Inc.	013692389	GLOBAL 50
World 50, Inc.	013632278	MARKETING 50
World 50, Inc.	013632286	GENERAL COUNSEL 50
World 50, Inc.	013632294	SUPPLY CHAIN 50
World 50, Inc.	013632245	WORLD 50
World 50, Inc.	013632252	W50
World 50, Inc.	013632311	STRATEGY 50
World 50, Inc.	013438601	SECURITY 50
World 50, Inc.	013438866	DIGITAL 50
World 50, Inc.	013441531	D50
World 50, Inc.	013441548	FINANCE 50
World 50, Inc.	013441563	F50
World 50, Inc.	013441613	ONE°
World 50, Inc.	013441944	
World 50, Inc.	013436183	M50
World 50, Inc.	013436233	SC50
World 50, Inc.	013436241	S50
World 50, Inc.	013436274	R50

World 50, Inc.	013438981	CE50
World 50, Inc.	013438999	E50
World 50, Inc.	013439013	P50
World 50, Inc.	013439021	GC50
World 50, Inc.	013688932	PROCUREMENT 50
World 50, Inc.	013688916	ENTERPRISE 50

Owner	Application Number	Mark
World 50, Inc.	88/389,259	WORLD 50: CHIEF EXECUTIVE