

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM576949

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
AutoAlert, LLC		05/15/2020	Limited Liability Company: NEVADA
RECEIVING PARTY DATA			
Name:	Obsidian Agency Services, Inc., as Collateral Agent		
Street Address:	2951 28th Street, Suite 1000		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90405		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	5368493	A	
Registration Number:	5358505	ONE TO ONE INTELLIGENT MARKETING POWERED	
Registration Number:	5361654	SERVICEMONITOR	
Registration Number:	5105452	AUTOALERT	
Registration Number:	5105453	DIRECTALERT	
Registration Number:	5105454	AUTOALERT	
Serial Number:	87843447	PANDO	
CORRESPONDENCE DATA			
Fax Number:			
<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:	312-577-8574		
Email:	humberto.aquino@katten.com		
Correspondent Name:	HUMBERTO AQUINO C/O KATTEN		
Address Line 1:	525 WEST MONROE STREET		
Address Line 4:	Chicago, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	389395-00031		
NAME OF SUBMITTER:	HUMBERTO AQUINO		
SIGNATURE:	/HUMBERTO AQUINO/		

CH \$190.00 5368493

DATE SIGNED:	05/18/2020
Total Attachments: 5 source=BlackRock_AutoAlert - Trademark Security Agreement#page1.tif source=BlackRock_AutoAlert - Trademark Security Agreement#page2.tif source=BlackRock_AutoAlert - Trademark Security Agreement#page3.tif source=BlackRock_AutoAlert - Trademark Security Agreement#page4.tif source=BlackRock_AutoAlert - Trademark Security Agreement#page5.tif	

Trademark Security Agreement

Trademark Security Agreement, dated as of May 15, 2020, by AutoAlert, LLC, 9050 Irvine Center Drive, Irvine, CA 92618, a Nevada limited liability company (individually, a “Grantor”), in favor of OBSIDIAN AGENCY SERVICES, INC., 2951 28th Street, Suite 1000, Santa Monica, CA 90405, a California corporation, in its capacity as collateral agent pursuant to the Credit Agreement (in such capacity, the “Collateral Agent”).

WITNESSETH:

WHEREAS, the Grantors are party to a Guarantee and Collateral Agreement, dated as of March 31, 2014 (as amended, amended and restated, supplemented or otherwise modified from time to time, the “GCA”), in favor of the Collateral Agent pursuant to which the Grantors are required to execute and deliver this Trademark Security Agreement;

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

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

SECTION 2. Grant of Security Interest in Trademark Collateral. Each Grantor hereby pledges and grants to the Collateral Agent for the benefit of the Secured Parties a lien on and security interest in and mortgage on all of its right, title and interest in, to and under all the following Collateral of such Grantor:

- A. all Trademarks of such Grantor, including the Trademarks listed on Schedule I attached hereto;
- B. all goodwill associated with such Trademarks;
- C. all Proceeds of any and all of the foregoing; and
- D. all rights to sue for past, present or future infringements thereof.

Notwithstanding anything to the contrary contained in clauses A, B, C and D above, the security interest created by this Trademark Security Agreement shall not extend to any Collateral excluded from the GCA.

SECTION 3. Guarantee and Collateral Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Collateral Agent pursuant to the GCA and the Grantors hereby acknowledge and affirm that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademarks made and granted hereby are more fully set forth in the GCA, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event

that any provision of this Trademark Security Agreement is deemed to conflict with the GCA, the provisions of the GCA shall control unless the Collateral Agent shall otherwise determine.

SECTION 4. Termination. Upon the payment in full of the Secured Obligations and termination of the GCA, the Collateral Agent shall execute, acknowledge, and deliver to the Grantors an instrument in writing in recordable form releasing the collateral pledge, grant, assignment, lien 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 page follows]

IN WITNESS WHEREOF, the Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

Very truly yours,

AUTOALERT, LLC

By: 
Name: Farouk Hussein
Title: Vice President




Accepted and Agreed:

OBSIDIAN AGENCY SERVICES, INC.,
as Collateral Agent

By:  _____
Name: Philip Tseng
Title: Vice President

SCHEDULE I
to
TRADEMARK SECURITY AGREEMENT
TRADEMARK REGISTRATIONS AND TRADEMARK APPLICATIONS

Trademark Registrations:

Mark	Country	Application No.	Status of Mark	Registration No.	Registration Date
A 	US	87410709	Registered	5368493	1/2/18
ONE TO ONE INTELLIGENT MARKETING POWERED BY AUTO ALERT 	US	87356110	Registered	5358505	12/19/17
SERVICEMONITOR	US	87297067	Registered	5361654	12/19/17
AUTOALERT	US	86344117	Registered	5105452	12/20/16
DIRECTALERT	US	86344124	Registered	5105453	12/20/16
AUTOALERT 	US	86344140	Registered	5105454	12/20/16

Trademark Applications:

Mark	Country	Application No.	Application Date	Status of Mark
PANDO	US	87843447	3/21/18	Pending