

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM598689

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Media Resources Inc.		09/16/2019	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	The Bank of Nova Scotia		
Street Address:	40 King Street West		
Internal Address:	62nd Floor		
City:	Toronto, Ontario		
State/Country:	CANADA		
Postal Code:	M5W 2X6		
Entity Type:	Chartered Bank: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5817506	VISIONIQ	
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:	612-915-9636		
Email:	jurzedowski@bitlaw.com		
Correspondent Name:	James M. Urzedowski		
Address Line 1:	225 South 6th Street		
Address Line 2:	Suite 1750		
Address Line 4:	Minneapolis, MINNESOTA 55402		
NAME OF SUBMITTER:	James M. Urzedowski		
SIGNATURE:	/James M. Urzedowski/		
DATE SIGNED:	09/21/2020		
Total Attachments: 2			
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OP \$40.00 5817506

ACKNOWLEDGMENT OF SECURITY INTEREST IN TRADEMARKS

September 6, 2019

WHEREAS, Media Resources Inc., a corporation existing under the laws of Ontario (the "Grantor"), has adopted, used and is using, and holds all right, title and interest in and to, the trademarks and service marks listed on the annexed Schedule 1, which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office (the "Trademarks");

WHEREAS, the Grantor has entered into a General Security Agreement, dated as of September 5, 2019, in favor of The Bank of Nova Scotia, as administrative agent for the benefit of certain Secured Parties (as defined therein) (the "Agent");

WHEREAS, pursuant to the General Security Agreement, the Grantor has granted to the Agent a continuing security interest in all right, title and interest of the Grantor in, to and under the Trademarks, together with, among other things, the good-will of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (the "Trademark Collateral"), to secure the payment, performance and observance of the Secured Obligations (as defined in the General Security Agreement);


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantor does hereby grant to the Agent for the benefit of the Secured Parties a continuing security interest in the Trademark Collateral to secure the prompt payment, performance and observance of the Secured Obligations.

The Grantor does hereby further acknowledge and affirm that the rights and remedies of the Agent with respect to the Trademark Collateral are more fully set forth in the General Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

IN WITNESS WHEREOF, the Grantors have caused this Acknowledgment to be duly executed by their respective officers thereunto duly authorized as of the date first written above.

GRANTORS:

MEDIA RESOURCES INC.

By: 
Name: Greg Collings
Title: Authorized Signatory

SCHEDULE 1 TO
ACKNOWLEDGMENT OF SECURITY INTEREST IN TRADEMARKS

Mark	Name of Owner	Application or Registration/ Issuance Number	Filing Date	Issuance or Registration Date	Status
VISIONIQ	Media Resources, Inc.	Application # 87/947,707 Registration # 5,817,506	June 4, 2018	July 30, 2019	Registered