

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM602886

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Trax Technology Solutions Pte. Ltd.		10/13/2020	Private Limited Company: SINGAPORE
Shopkick, Inc.		10/13/2020	Corporation: SINGAPORE
CVDM Solutions SAS		10/13/2020	Société Par Actions Simplifiée (Sas): FRANCE
Trax Retail, Inc.		10/13/2020	Corporation: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	JPMORGAN CHASE BANK, N.A., AS ADMINISTRATIVE AGENT
<b>Street Address:</b>	4 CMC
<b>City:</b>	BROOKLYN
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	11245-0001
<b>Entity Type:</b>	National Banking Association: UNITED STATES

## PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Registration Number:	6017742	TRAX
Registration Number:	6017741	TRAX
Registration Number:	6017740	TRAX
Registration Number:	5722430	TRAX
Registration Number:	5987504	TRAX
Registration Number:	5727933	TRAX
Registration Number:	5163129	PERFORMANCE DRIVEN MERCHANDISING
Registration Number:	4481808	QURI
Registration Number:	4813514	SHOPBEACON
Registration Number:	5269555	SHOPKICK
Registration Number:	5456337	S
Registration Number:	4096821	SHOPKICK SIGNAL
Registration Number:	4151498	KICKS
Registration Number:	3935282	SHOPKICK
Registration Number:	4960317	PLANOMANAGER

OP \$440.00 6017742

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	87418921	
Serial Number:	87418934	

**CORRESPONDENCE DATA**

**Fax Number:** 8004947512

*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:** 202-370-4756

**Email:** ipteam@cogencyglobal.com

**Correspondent Name:** Jay daSilva

**Address Line 1:** 1025 Vermont Ave NW, Suite 1130

**Address Line 2:** COGENCY GLOBAL INC.

**Address Line 4:** Washington, D.C. 20005

<b>ATTORNEY DOCKET NUMBER:</b>	1276607 TM
<b>NAME OF SUBMITTER:</b>	Jonathan Fuste
<b>SIGNATURE:</b>	/Jonathan Fuste/
<b>DATE SIGNED:</b>	10/14/2020

**Total Attachments: 17**

source=TRAX\_US Patent and Trademark Security Agreement\_2020 [Executed Version]#page1.tif  
source=TRAX\_US Patent and Trademark Security Agreement\_2020 [Executed Version]#page2.tif  
source=TRAX\_US Patent and Trademark Security Agreement\_2020 [Executed Version]#page3.tif  
source=TRAX\_US Patent and Trademark Security Agreement\_2020 [Executed Version]#page4.tif  
source=TRAX\_US Patent and Trademark Security Agreement\_2020 [Executed Version]#page5.tif  
source=TRAX\_US Patent and Trademark Security Agreement\_2020 [Executed Version]#page6.tif  
source=TRAX\_US Patent and Trademark Security Agreement\_2020 [Executed Version]#page7.tif  
source=TRAX\_US Patent and Trademark Security Agreement\_2020 [Executed Version]#page8.tif  
source=TRAX\_US Patent and Trademark Security Agreement\_2020 [Executed Version]#page9.tif  
source=TRAX\_US Patent and Trademark Security Agreement\_2020 [Executed Version]#page10.tif  
source=TRAX\_US Patent and Trademark Security Agreement\_2020 [Executed Version]#page11.tif  
source=TRAX\_US Patent and Trademark Security Agreement\_2020 [Executed Version]#page12.tif  
source=TRAX\_US Patent and Trademark Security Agreement\_2020 [Executed Version]#page13.tif  
source=TRAX\_US Patent and Trademark Security Agreement\_2020 [Executed Version]#page14.tif  
source=TRAX\_US Patent and Trademark Security Agreement\_2020 [Executed Version]#page15.tif  
source=TRAX\_US Patent and Trademark Security Agreement\_2020 [Executed Version]#page16.tif  
source=TRAX\_US Patent and Trademark Security Agreement\_2020 [Executed Version]#page17.tif

PATENT AND TRADEMARK SECURITY AGREEMENT dated as of October 13, 2020 (this "Agreement"), among TRAX TECHNOLOGY SOLUTIONS PTE. LTD. (with company registration number 201023920E), the OTHER GRANTORS from time to time party hereto (each a "Grantor" and collectively, the "Grantors") and JPMORGAN CHASE BANK, N.A., as Administrative Agent.

Reference is made to the Credit Agreement dated as of July 14, 2020, as amended by Amendment No. 1 dated as of October 13, 2020 (as further amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement"), among Trax Ltd, the Borrowers party thereto, the Lenders party thereto and JPMorgan Chase Bank, N.A., as Administrative Agent, and (b) the U.S. Collateral Agreement referred to therein. The Lenders and the Issuing Banks have agreed to extend credit to the Borrowers subject to the terms and conditions set forth in the Credit Agreement. The obligations of the Lenders and the Issuing Banks to extend such credit are conditioned upon, among other things, the execution and delivery of this Agreement. The Grantors party hereto are (or are Affiliates of) the Borrowers, will derive substantial benefits from the extension of credit to the Borrowers pursuant to the Credit Agreement and are willing to execute and deliver this Agreement in order to induce the Lenders and the Issuing Banks to extend such credit. Accordingly, the parties hereto agree as follows:

SECTION 1. Terms. Each capitalized term used but not otherwise defined herein shall have the meaning specified in the Credit Agreement or the U.S. Collateral Agreement, as applicable. The rules of construction specified in Section 1.03 of the Credit Agreement also apply to this Agreement, mutatis mutandis.

SECTION 2. Grant of Security Interest. As security for the payment and performance in full of the Secured Obligations, each Grantor pursuant to the U.S. Collateral Agreement did, and hereby does, grant to the Administrative Agent, its successors and assigns, for the benefit of the Secured Parties, a security interest in all of such Grantor's right, title and interest in, to and under any and all of the following assets now owned or at any time hereafter acquired by such Grantor or in, to or under which such Grantor now has or at any time hereafter may acquire any right, title or interest (collectively, the "Patent and Trademark Collateral"):

(a) (i) all letters patent of the United States of America or the equivalent thereof (including industrial designs) in any other country, supranational authority or any political subdivision of the foregoing, all registrations and recordings thereof and all applications for letters patent of the United States of America or the equivalent thereof (including industrial designs) in any other country, supranational authority or any political subdivision of any of the foregoing, including, in the case of any Grantor, any of the foregoing set forth under its name on Schedule I hereto, and (ii) all reissues, continuations, divisionals, continuations-in-part, reexaminations, supplemental examinations, *inter partes* reviews, renewals,

substitutions, adjustments or extensions thereof, and the inventions disclosed or claimed therein, including the right to make, have made, use, offer to use, sell, offer to sell, dispose, offer to dispose of, import or export the inventions disclosed or claimed therein; and

(b) (i) all trademarks, service marks, trade names, corporate names, company names, business names, fictitious business names, trade styles, trade dress, logos, domain names, global top level domain names, other source or business identifiers, designs and general intangibles of like nature, all registrations and recordings thereof, and all registration and recording applications filed in connection therewith, including registrations and registration applications in the United States Patent and Trademark Office or any similar office in any State of the United States of America or any other country, supranational authority or any political subdivision of any of the foregoing, all extensions or renewals thereof, and all common law rights related thereto, including, in the case of any Grantor, any of the foregoing set forth under its name on Schedule II hereto, (ii) all goodwill associated therewith or symbolized thereby and (iii) all other assets, rights and interests that uniquely reflect or embody such goodwill.

SECTION 3. Intellectual Property License. Pursuant to the U.S. Collateral Agreement, for the purpose of enabling the Administrative Agent to exercise rights and remedies under Article IV of the U.S. Collateral Agreement at such time as the Administrative Agent shall be lawfully entitled to exercise such rights and remedies, each Grantor, to the extent it is able to do so without breaching the terms of any contract to which such Grantor is a party and without breaching applicable law, has granted to the Administrative Agent, for the benefit of the Secured Parties, an irrevocable, nonexclusive license (exercisable without payment of royalty or other compensation to the Grantors) to exploit, license or sublicense any of the Article 9 Collateral consisting of Intellectual Property owned as of the date of the U.S. Collateral Agreement or thereafter acquired by such Grantor, and wherever the same may be located, and including in such license reasonable access to all media in which any of the licensed items may be recorded or stored and to all computer software and programs used for the compilation, printout, display, transfer, disclosure, processing or sharing thereof and the usernames, passwords and related information required to access the foregoing, the right to prosecute and maintain all such Intellectual Property and the right to sue for infringement of such Intellectual Property.

SECTION 4. Collateral Agreement. The security interests granted to the Administrative Agent herein are granted in furtherance of, and not in limitation of, the security interests granted to the Administrative Agent pursuant to the U.S. Collateral Agreement. Each Grantor hereby acknowledges and affirms that the rights and remedies of the Administrative Agent with respect to the Patent and Trademark Collateral are more fully set forth in the U.S. Collateral Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein. In the event of any

conflict between the terms of this Agreement and the U.S. Collateral Agreement, the terms of the U.S. Collateral Agreement shall govern.

SECTION 5. Counterparts. This Agreement may be executed in counterparts (and by different parties hereto on different counterparts), each of which shall constitute an original but all of which when taken together shall constitute a single contract. Delivery of an executed counterpart of a signature page (including any Electronic Signature) of this Agreement by fax, emailed pdf or any other electronic means that reproduces an image of the actual executed signature page shall be effective as delivery of a manually executed counterpart of this Agreement.

SECTION 6. Incorporation by Reference. The provisions of Sections 5.02, 5.04, 5.05, 5.06, 5.09 and 5.10 of the U.S. Collateral Agreement are hereby incorporated by reference herein as if set forth in full force herein, mutatis mutandis.

[Signature Pages Follow]

IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the day and year first above written.

TRAX TECHNOLOGY SOLUTIONS PTE.  
LTD., a company incorporated in Singapore  
with company registration number  
201023920E

by

DocuSigned by:  
*Joel Bar-El*  
EC5C0BBAD6D047D

Name: Joel Bar-El

Title: CEO

SHOPKICK, INC.,

by

DocuSigned by:  
*Mark Schwartz*  
E186818513CA424...

Name: Mark Schwartz

Title: CFO

CVDM SOLUTIONS SAS,

by

DocuSigned by:  
*Mark Schwartz*  
E186818513CA424...

Name: Mark Schwartz

Title: CFO

TRAX RETAIL, INC.,

by

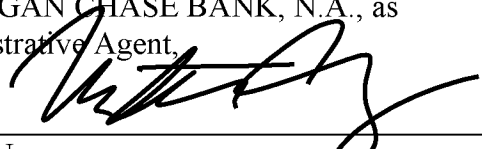
DocuSigned by:  
*Mark Schwartz*  
E186818513CA424...

Name: Mark Schwartz

Title: CFO

JPMORGAN CHASE BANK, N.A., as  
Administrative Agent,

by



---

Name: Matthew Cheung  
Title: Vice President

SCHEDULE I  
PATENTS

**I. United States Patents**

Grantor	Country	Title	Application Number	Application Filing Date	Registration Number	Grant Date
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	SYSTEM AND METHOD OF MONITORING RETAIL UNITS	14/888,978	04-11-2015	10,368,662	06-08-2019
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	SYSTEM AND METHOD FOR PANORAMIC IMAGE PROCESSING	15/115,381	29-07-2016	10,387,996	20-08-2019
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	METHOD AND A SYSTEM FOR OBJECT RECOGNITION	15/616,474	07-06-2017	10,402,777	03-09-2019
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	METHOD AND DEVICE FOR PANORAMIC IMAGE PROCESSING	15/187,276	20-06-2016	10,122,915	06-11-2018
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	CAMERA CONFIGURED TO BE MOUNTED TO STORE SHELF	16/354,652	15-03-2019	10,643,060	05-05-2020
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	MONITORING SHELVES WITH PRESSURE AND LIGHT SENSORS	16/354,608	15-03-2019	10,521,646	31-12-2019
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	USING CONTEXT TO UPDATE PRODUCT MODELS	16/354,601	15-03-2019	10,671,834	02-06-2020
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	IDENTIFYING BOTTLE SIZES BASED ON BOTTLE PROPORTIONS	16/354,672	15-03-2019	10,546,182	28-01-2020
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	USING PRICE IN VISUAL PRODUCT RECOGNITION	16/353,390	14-03-2019	10,558,843	11-02-2020
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	WITHHOLDING NOTIFICATIONS DUE TO TEMPORARY MISPLACED PRODUCTS	16/353,452	14-03-2019	10,628,660	21-04-2020
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	WITHHOLDING ALERTS DUE TO TEMPORARY SHELF OCCLUSION	16/353,499	14-03-2019	10,452,924	22-10-2019
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	INSPECTING STORE SHELF CAPACITY	16/353,621	14-03-2019	10,643,059	05-05-2020



Grantor	Country	Title	Application Number	Application Filing Date	Registration Number	Grant Date
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	MONITORING A DISPLAY AND SHELF OF THE SAME PRODUCT	16/354,175	15-03-2019	10,521,645	31-12-2019
SHOPKICK, INC.	US	DETERMINING PROPERTIES ASSOCIATED WITH SIGNAL SOURCES	15/941,966	30-03-2018	10,425,767	24-09-2019
SHOPKICK, INC.	US	REWARDS FOR PURCHASES	13/276,277	18-10-2011	10,360,592	23-07-2019
SHOPKICK, INC.	US	METHOD AND SYSTEM FOR PRESENCE DETECTION	12/762,556	19-04-2010	9,886,696	06-02-2018
SHOPKICK, INC.	US	METHOD AND SYSTEM FOR PRESENTMENT AND REDEMPTION OF PERSONALIZED DISCOUNTS	12/762,544	19-04-2010	10,304,069	28-05-2019
SHOPKICK, INC.	US	METHOD AND SYSTEM FOR LOCATION-TRIGGERED REWARDS	12/762,526	19-04-2010	8,489,112	16-07-2013
SHOPKICK, INC.	US	METHOD AND SYSTEM FOR DETECTING PRESENCE USING A WIFI NETWORK PROBE DETECTOR	12/764,522	21-04-2010	10,255,614	09-04-2019
SHOPKICK, INC.	US	METHOD AND SYSTEM FOR ADAPTIVE OFFER DETERMINATION	12/767,047	26-04-2010	9,159,066	13-10-2015
SHOPKICK, INC.	US	METHOD AND SYSTEM FOR ADAPTIVE OFFER DETERMINATION	14/841,621	31-08-2015	9,595,043	14-03-2017
SHOPKICK, INC.	US	DIGITAL FREQUENCY CARD	13/303,137	22-11-2011	9,990,645	05-06-2018
SHOPKICK, INC.	US	METHOD AND SYSTEM FOR PRESENCE DETECTION	13/197,763	03-08-2011	9,264,151	16-02-2016
SHOPKICK, INC.	US	METHOD AND SYSTEM FOR PRESENCE DETECTION	14/952,822	25-11-2015	9,697,539	04-07-2017
CVDM SOLUTIONS SAS	US	METHOD FOR THE AUTOMATED EXTRACTION OF A PLANOGRAM FROM IMAGES OF SHELVING	14/004,714	12-09-2013	9,141,886	22-09-2015

**II. United States Patent Applications**

[[5507221]]

Grantor	Country	Title	Application Number	Application Filing Date
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	IDENTIFYING PRODUCTS USING A VISUAL CODE	16/310,157	14-12-2018
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	Using Augmented Reality For Image Capturing A Retail Unit	16/244,907	10-01-2019
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	SELECTIVE USAGE OF PRODUCT MODELS	16/354,717	15-03-2019
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	IDENTIFYING PRODUCTS BASED ON PROPORTIONS OF NEARBY BOTTLES	16/714,861	16-12-2019
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	MONITORING SHELVES WITH PRESSURE AND LIGHT SENSORS	16/739,920	10-01-2020
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	UPDATING ONLINE STORE INVENTORY BASED ON PHYSICAL STORE INVENTORY	16/578,595	23-09-2019
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	COMPARING PLANOGRAM COMPLIANCE TO CHECKOUT	16/354,186	15-03-2019
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	MONITORING PRODUCT SHORTAGES OVER TIME	16/569,635	12-09-2019
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	AGGREGATING PRODUCT SHORTAGE INFORMATION	16/569,645	12-09-2019
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	MANAGING INVENTORY OF PERISHABLE PRODUCTS	16/569,655	12-09-2019
SHOPKICK, INC.	US	PRESENCE DETECTION USING BLUETOOTH AND HYBRID-MODE TRANSMITTERS	14/172,854	04-02-2014
SHOPKICK, INC.	US	DETERMINING PROPERTIES ASSOCIATED WITH SIGNAL SOURCES	16/518,904	22-07-2019
SHOPKICK, INC.	US	VARYING APPLICATION STRATEGY BASED ON DEVICE STATE	15/942,062	30-03-2018
SHOPKICK, INC.	US	METHOD AND SYSTEM FOR PRESENCE DETECTION	16/376,927	05-04-2019
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	IMAGE PROCESSING METHODS AND SYSTEMS IN A RETAIL ENVIRONMENT	62/872,751	11-07-2019
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	DISPLAY SCREENS IN RETAIL STORES AND THEIR USAGES	62/876,685	21-07-2019

Grantor	Country	Title	Application Number	Application Filing Date
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	IMAGE PROCESSING METHODS AND SYSTEMS IN A RETAIL ENVIRONMENT	62/879,565	29-07-2019
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	IMAGE PROCESSING METHODS AND SYSTEMS IN A RETAIL ENVIRONMENT	62/958,506	08-01-2020
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	IMAGE PROCESSING METHODS AND SYSTEMS IN A RETAIL ENVIRONMENT	62/993,298	23-03-2020
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	US	IMAGE PROCESSING METHODS AND SYSTEMS IN A RETAIL ENVIRONMENT	63/033,055	01-06-2020

**III. Non-United States Patents**

Grantor	Country	Title	Application Number	Application Filing Date	Registration Number	Grant Date
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	CA	AUTOMATICALLY MONITORING RETAIL PRODUCTS BASED ON CAPTURED IMAGES	3078985	10-01-2019	3078985	10-01-2019
CVDM SOLUTIONS SAS	EU	METHOD FOR THE AUTOMATED EXTRACTION OF A PLANOGRAM FROM IMAGES OF SHELVING	12712135.8	05-03-2012	12712135.8	29-04-2015
SHOPKICK, INC.	Germany	PRESENCE DETECTION USING BLUETOOTH AND HYBRID-MODE TRANSMITTERS	202014004802.9	04-02-2014	202014004802.9	16-07-2014
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	Israel	FINE GRAINED RECOGNITION METHOD AND SYSTEM	229806	05-12-2013	229806	30-06-2018

**IV. Non-United States Patent Applications**


Grantor	Country	Title	Application Number	Application Filing Date
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	EU	SYSTEM AND METHOD OF MONITORING RETAIL UNITS	14727260.3	24-04-2014




Grantor	Country	Title	Application Number	Application Filing Date
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	EU	A METHOD AND A SYSTEM FOR OBJECT RECOGNITION	15809764.2	07-06-2015
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	PCT	METHODS AND SYSTEMS FOR MONITORING PRODUCTS	PCT/US2020/021144	05-03-2020
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	PCT	AUTOMATICALLY MONITORING RETAIL PRODUCTS BASED ON CAPTURED IMAGES	PCT/US2019/013054	10-01-2019
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	PCT	SYSTEMS AND METHODS FOR MONITORING PRODUCTS AND AGGREGATING PRODUCT INFORMATION	PCT/US2019/49528	04-09-2019
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	EU	AUTOMATICALLY MONITORING RETAIL PRODUCTS BASED ON CAPTURED IMAGES	19738218.7	10-01-2019
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	EU	AUTOMATICALLY MONITORING RETAIL PRODUCTS BASED ON CAPTURED IMAGES	20174099.0	12-05-2020
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	EU	AUTOMATICALLY MONITORING RETAIL PRODUCTS BASED ON CAPTURED IMAGES	20177094.8	28-05-2020
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	EU	AUTOMATICALLY MONITORING RETAIL PRODUCTS BASED ON CAPTURED IMAGES	20177107.8	28-05-2020
TRAX TECHNOLOGY SOLUTIONS PTE LTD.	Canada	AUTOMATICALLY MONITORING RETAIL PRODUCTS BASED ON CAPTURED IMAGES	3078985	10-01-2019

[[550722]]


SCHEDULE II  
TRADEMARKS

I. United States Trademarks


Grantor	Country	Trademark	Application Number	Application Date	Registration Number	Registration Date
Trax Technology Solutions Pte. Ltd.	US	<b>trax</b>	88585277	20-08-19	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	<b>trax</b>	88585272	20-08-19	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	<b>trax</b>	88585269	20-08-19	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	TRAX	88167085	24-10-18	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	TRAX	88167081	24-10-18	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	TRAX	88167075	24-10-18	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	SHELF PULSE	79240551	29-06-18	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	SHELF BLUEPRINT	79240473	29-06-18	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	SHELF INTELLIGENCE SUITE	79245271	29-06-18	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US		79208861	10-02-17	Refer to the Application No.	Refer to the Application Date

Trax Technology Solutions Pte. Ltd.	US		79211012	10-02-17	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	TRAX 5P HEALTH CHECK	79191532	09-12-15	Refer to the Application No.	Refer to the Application Date
Trax Technology Solutions Pte. Ltd.	US	TRAX	1470962	-	Refer to the Application No.	05/04/2019
Trax Retail, Inc.	US	PERFORMANCE DRIVEN MERCHANDISING	86948455	22-03-16	Refer to the Application No.	Refer to the Application Date
Trax Retail, Inc.	US	QURI	85636719	28-05-12	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	US		87243415	21-11-16	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	US	SHOPBEACON	87243315	21-11-16	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	US	KICKS	86118266	13-11-13	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	US	SHOPKICK SIGNAL	85309353	01-05-11	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	US		85098343	02-08-10	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	US		1341649	01/12/2016	Refer to the Application No.	Refer to the Application Date



shopkick, Inc.	US		SHOPKICK SIGNAL	1338617	-	Refer to the Application No.	14.12.2016
shopkick, Inc.	US		KICKS	1331642	-	Refer to the Application No.	18.11.2016
shopkick, Inc.	US		SHOPKICK	1332073	-	Refer to the Application No.	18.11.2016
shopkick, Inc.	US			77864716	04-11-09	Refer to the Application No.	Refer to the Application Date
CVDM Solutions	US		PLANORAMA	79105695	06-10-11	4252066	04.12.2012
CVDM SOLUTIONS	US		PLANOMANAGER	86777316	03-10-15	4960317	05/17/2016



## II. United States Trademark Applications

Grantor	Country	Trademark	Application Number	Application Date
Trax Technology Solutions Pte. Ltd.	US		79278160	30-07-19
shopkick, Inc.	US	No Verbal Elements	87418921	20-04-17
shopkick, Inc.	US	No Verbal Elements	87418934	20-04-17

## III. Non-United States Trademarks

Grantor	Country	Trademark	Application Number	Application Date	Registration Number	Registration Date
shopkick, Inc.	CA	KICKS	1822447-00	10-02-17	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	NZ	<del>shopkick</del>	1065395	01-12-16	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	AU	<del>shopkick</del>	1840771	01-12-16	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	CA	SHOPBEACON	1673279-00	17-04-14	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	EM	SHOPBEACON	12799771	16-04-14	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	EM	KICKS	10318822	06-10-11	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	EM	SHOPKICK SIGNAL	9652926	12-01-11	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	EM	KICKBUCKS	9652918	12-01-11	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	EM	SHOPKICK	9074006	03-05-10	Refer to the Application No.	Refer to the Application Date
shopkick, Inc.	EM	CauseWorld	9074022	03-05-10	Refer to the Application No.	Refer to the Application Date

**IV. Non-United States Trademark Applications**

Grantor	Country	Trademark	Application Number	Application Date
shopkick, Inc.	AU		1838028	14-12-16
shopkick, Inc.	CA		1812915-00	06-12-16
shopkick, Inc.	CA	shopkick	1812914-00	06-12-16
shopkick, Inc.	CA	SHOPKICK	1791924-00	18-07-16

**TRADEMARK**

**REEL: 007076 FRAME: 0565**

**RECORDED: 10/14/2020**