

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM603672

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
CULTUREIQ, INC.		10/16/2020	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ESPRESSO CAPITAL LTD.		
<b>Street Address:</b>	300 - 8 KING STREET EAST		
<b>City:</b>	TORONTO		
<b>State/Country:</b>	CANADA		
<b>Postal Code:</b>	M5C 1B5		
<b>Entity Type:</b>	Limited Corporation: CANADA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	90015988	CULTUREADMINISTER	
<b>Serial Number:</b>	90015983	CULTUREBASELINE	
<b>Serial Number:</b>	90015986	CULTURELAUNCH	
<b>Serial Number:</b>	90015979	CULTURETARGET	
<b>Serial Number:</b>	90062400	CULTUREREADOUT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4156932222		
<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>			
<b>Phone:</b>	4156930000		
<b>Email:</b>	crhem@cooley.com		
<b>Correspondent Name:</b>	Cooley LLP		
<b>Address Line 1:</b>	101 California Street, 5th Floor		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94111		
<b>ATTORNEY DOCKET NUMBER:</b>	339935-105		
<b>NAME OF SUBMITTER:</b>	C. Rhem		
<b>SIGNATURE:</b>	/CR/		
<b>DATE SIGNED:</b>	10/19/2020		
<b>Total Attachments: 4</b>			

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## INTELLECTUAL PROPERTY SECURITY AGREEMENT

**THIS INTELLECTUAL PROPERTY SECURITY AGREEMENT** (this “**Agreement**”), dated with effect as of October 16, 2020, is between **CULTUREIQ, INC.** (“**Borrower**”) and **ESPRESSO CAPITAL LTD.** (“**Espresso**”).

**WHEREAS**, pursuant to that certain Loan Facility and Security Agreement among Borrower, Espresso, and the other Loan Parties party thereto dated as of October 16, 2020, as amended, modified, restated or replaced from time to time, (the “**Loan Facility and Security Agreement**”), Espresso has agreed to provide Borrower with certain financings,

**AND WHEREAS**, Borrower as security for its obligations under the Loan Facility and Security Agreement shall grant a security interest in certain intellectual property of Borrower under this Agreement,

**Borrower, in consideration of the premises and** to induce Espresso to enter into the Loan Facility and Security Agreement and to induce Espresso to provide financings to Borrower thereunder, hereby agrees with Espresso as follows:

**1. Defined Terms.** Capitalized terms not otherwise defined in this Agreement shall have the meanings given them in the Loan Facility and Security Agreement.

**2. Grant of Security Interest.** Borrower, as collateral security for the prompt and complete payment and performance when due (whether at stated maturity, by acceleration or otherwise) of the Obligations, hereby grants to Espresso a Lien on and security interest in, all of its right, title and interest in, to and under the following (the “**IP Collateral**”):

- (a) all its trademarks (except for intent-to-use trademarks and applications therefor) and all intellectual property licenses providing for the grant by or to such Borrower of any right under any trademark, including, without limitation, those referred to in Schedule 1 attached to this Agreement;
- (b) all renewals and extensions of the foregoing;
- (c) all goodwill of the business connected with the use of, and symbolized by, each such trademark; and
- (d) all income, royalties, proceeds and liabilities at any time due or payable or asserted under and with respect to any of the foregoing, including, without limitation, all rights to sue and recover at law or in equity for any past, present and future infringement, misappropriation, dilution, violation or other impairment thereof.

**3. Loan Facility and Security Agreement.** The security interest granted pursuant to this Agreement is granted in conjunction with the security interest granted to Espresso pursuant to the Loan Facility and Security Agreement and Borrower hereby acknowledges and agrees the rights and remedies of Espresso with respect to the security interest in the Collateral made and granted by this Agreement are more fully set forth in the Loan Facility and Security Agreement, the terms and provisions of which are incorporated by reference in this Agreement as if fully set forth in this Agreement.

**4. Borrower Remains Liable.** Borrower hereby agrees, anything in this Agreement to the contrary notwithstanding, Borrower shall assume full and complete responsibility for the prosecution, defense,

enforcement or any other necessary or desirable actions in connection with the Collateral and intellectual property licenses subject to the security interest granted under this Agreement.

**5. Counterparts.** This Agreement may be executed in any number of counterparts, each of which when so executed shall be deemed to be an original and all shall constitute one and the same agreement. Signature pages may be detached from multiple separate counterparts and attached to a single counterpart.

**6. Governing Law.** This Agreement and the rights and obligations of Borrower and Espresso shall be governed by, and construed and interpreted in accordance with, the law of the State of New York.

*[Signature page follows]*

Borrower has caused this Agreement to be executed and delivered by its duly authorized officer at the date first written above.

CultureIQ, Inc.

DocuSigned by:  
By William Fahrbach  
0847CC6177D542F  
William Fahrbach, CFO

ACCEPTED AND AGREED at the date first above written

Espresso Capital Ltd.

DocuSigned by:  
By [Signature]  
649D9DA2A61B4AB  
Enio Lazzar, CFO & COO

**Schedule 1**  
**To Intellectual Property Security Agreement**

*Trademarks (Check if none )*

Owner	Trademark / Trademark Application	Trademark Registration No.	Application No.	Issue Date / Application Date
CultureIQ, Inc.	CULTUREADMINISTER	N/A	90/015988	23-Jun-2020
CultureIQ, Inc.	CULTUREBASELINE	N/A	90/015983	23-Jun-2020
CultureIQ, Inc.	CULTURELAUNCH	N/A	90/015986	23-Jun-2020
CultureIQ, Inc.	CULTURETARGET	N/A	90/015979	23-Jun-2020
CultureIQ, Inc.	CULTUREREADOUT	N/A	90/062400	20-Jul-2020