

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM605516

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SALES BOOMERANG, LLC		10/28/2020	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	ESPRESSO CAPITAL LTD.		
Street Address:	300-8 KING STREET EAST		
City:	TORONTO		
State/Country:	CANADA		
Postal Code:	M5C1B5		
Entity Type:	Limited Company: CANADA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5210970	SALES BOOMERANG	
Registration Number:	5578558	NO BORROWER LEFT BEHIND	
Registration Number:	5968019	LENS	
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:	2125490410		
Email:	shorne@reedsmith.com		
Correspondent Name:	LEE ANN DILLON		
Address Line 1:	599 lexington avenue		
Address Line 4:	new york, NEW YORK 10022		
NAME OF SUBMITTER:	Lee Ann Dillon		
SIGNATURE:	/Lee Ann Dillon/		
DATE SIGNED:	10/28/2020		
Total Attachments: 3			
source=5._Intellectual_Property_Security_Agreement_SALESBOOMERANG_2020-10-27.DOCX#page1.tif			
source=5._Intellectual_Property_Security_Agreement_SALESBOOMERANG_2020-10-27.DOCX#page2.tif			
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INTELLECTUAL PROPERTY SECURITY AGREEMENT

THIS AGREEMENT, dated with effect October 28, 2020, between **SALES BOOMERANG, LLC** (“**Borrower**”) and **ESPRESSO CAPITAL LTD.** (“**Espresso**”).

WHEREAS, pursuant to the agreement between Borrower and Espresso dated October 28, 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 mortgages, pledges and hypothecates to Espresso, and grants to Espresso a Lien on and security interest in, all of its right, title and interest in, to and under the following (the “**Collateral**”):

- (a) all its trademarks 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.

Notwithstanding anything contained in this Agreement to the contrary, the term “Collateral” shall not include (i) any rights or interest in any contract, lease, permit, license, or license agreement covering real or personal property of the Borrower if under the terms of such contract, lease, permit, license, or license agreement, or applicable law with respect thereto, the grant of a security interest or lien therein is prohibited as a matter of law or under the terms of such contract, lease, permit, license, or license agreement and such prohibition or restriction has not been waived or the consent of the other party to such contract, lease, permit, license, or license agreement has not been obtained (provided, that, (A) the foregoing exclusions of this clause (i) shall in no way be construed (1) to apply to the extent that any described prohibition or restriction is ineffective under Section 9-406, 9-407, 9-408, or 9-409 of the Code or other applicable law, or (2) to apply to the extent that any consent or waiver has been obtained that would permit Espresso’s security interest or lien to attach notwithstanding the prohibition or restriction

on the pledge of such contract, lease, permit, license, or license agreement and (B) the foregoing exclusions of clause (i) shall in no way be construed to limit, impair, or otherwise affect any of Espresso's continuing security interests in and liens upon any rights or interests of the Borrower in or to (1) monies due or to become due under or in connection with any described contract, lease, permit, license, license agreement, or securities (including any Accounts or securities), or (2) any proceeds from the sale, license, lease, or other dispositions of any such contract, lease, permit, license, license agreement, or securities); or (ii) any United States intent-to-use trademark applications to the extent that, and solely during the period in which, the grant of a security interest therein would impair the validity or enforceability of such intent-to-use trademark applications under applicable federal law.

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.

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

Sales Boomerang, LLC

DocuSigned by:
By Mark Cunningham
Mark Cunningham, President

ACCEPTED AND AGREED at the date first above written

Espresso Capital Ltd.

DocuSigned by:
By Emilio Lazzari
Emilio Lazzari, CFO & COO

Schedule 1
To Intellectual Property Security Agreement

Trademarks

Owner	Trademark / Trademark Application	Registration No.	Issue Date / Application Date
Sales Boomerang, LLC	87125438 SALES BOOMERANG	5210970	May 23, 2017 / August 3, 2016
Sales Boomerang, LLC	87668294 NO BORROWER LEFT BEHIND	5578558	October 9, 2018 / Nov. 1, 2017
Sales Boomerang, LLC	87753892 LENS	5968019	Jan. 21, 2020 / Jan. 12, 2018