

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM612078

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Planogram, Inc.		12/02/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Medley Capital LLC, as Collateral Agent		
Street Address:	280 Park Avenue		
Internal Address:	6th Floor East		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	5878855	STORIES EDIT	
Registration Number:	5820691	PLANOLY	
Registration Number:	5562361	STYLELINK.IT	
Serial Number:	88728401	SIMPLIFYING SOCIAL MARKETING	
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:	212.940.6562		
Email:	joanne.arnold@katten.com		
Correspondent Name:	Joanne BL Arnold		
Address Line 1:	Katten		
Address Line 2:	575 Madison Avenue		
Address Line 4:	New York, NEW YORK 10022-2585		
NAME OF SUBMITTER:	Joanne BL Arnold		
SIGNATURE:	/Joanne BL Arnold/		
DATE SIGNED:	12/02/2020		
Total Attachments: 5			

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TRADEMARK SECURITY AGREEMENT

THIS TRADEMARK SECURITY AGREEMENT, dated as of December 2, 2020, is made by the entity listed on the signature pages hereof (the “**Grantor**”), in favor of MEDLEY CAPITAL LLC, a Delaware limited liability company (“**Medley**”), as collateral agent (in such capacity, together with its successors and permitted assigns, the “**Collateral Agent**”) for the Secured Parties.

WITNESSETH:

WHEREAS, ASG, LLC (f/k/a Alpine SG, LLC), a Delaware limited liability company (“**Alpine**”, and together with any other Person who, from time to time, becomes a borrower party thereto, are referred to therein both individually and collectively as “**Borrower**”) and as the borrower agent (“**Borrower Agent**”), ASG HOLDCO I, LLC (f/k/a Alpine SG Holdco, LLC), a Delaware limited liability company (“**Parent**”), any Subsidiaries of Borrower that are Guarantors or become Guarantors thereunder pursuant to Section 8.10 of the Credit Agreement (such Persons, together with Parent, collectively, the “**Guarantors**”, and, together with Borrower, collectively, the “**Credit Parties**” and each a “**Credit Party**”), the lenders from time to time party thereto (each a “**Lender**” and, collectively, the “**Lenders**”), Medley, as administrative agent for the Lenders (in such capacity, together with its successors and assigns in such capacity, the “**Administrative Agent**”), and Medley, as Collateral Agent (in such capacity, together with the Administrative Agent, collectively, the “**Agents**” and each an “**Agent**”) have entered into that certain Credit Agreement, dated as of November 16, 2017 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “**Credit Agreement**”);

WHEREAS, the Grantor is party to that certain Guaranty and Security Agreement, dated as of November 16, 2017, in favor of the Collateral Agent (as the same may be amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “**Guaranty and Security Agreement**”), pursuant to which the Grantor is required to execute and deliver this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Lenders and the Agents to enter into the Credit Agreement and to induce the Lenders to make their respective extensions of credit to the Borrower thereunder, the Grantor hereby agrees with the Collateral Agent as follows:

Section 1. Defined Terms. Capitalized terms used herein without definition are used as defined in the Guaranty and Security Agreement.

Section 2. Grant of Security Interest in Trademark Collateral. The Grantor, as collateral security for the prompt and complete payment and performance when due (whether at stated maturity, by acceleration or otherwise) of the Secured Obligations of such Grantor, hereby mortgages and pledges to the Collateral Agent for the benefit of the Secured Parties, and grants to the Collateral Agent for the benefit of the Secured Parties a Lien on and security interest in, all of its right, title and interest in, to and under the following Collateral of such Grantor (the “**Trademark Collateral**”):

(a) all of its Trademarks and all Trademark Licenses providing for the grant by or to such Grantor of any right under any Trademark, including those referred to on Schedule 1 hereto;

(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 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 the foregoing, there shall be no security interest or Lien on any Trademark application that is filed on an "intent-to-use" basis (until such time as a statement of use is filed with respect to such application and duly accepted by the United States Patent and Trademark Office).

Section 3. Guaranty and Security 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 Guaranty and Security Agreement and the Grantor hereby acknowledges and agrees that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Guaranty and Security Agreement, 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 conflicts with any provision of the Guaranty and Security Agreement, the Guaranty and Security Agreement shall govern.

Section 4. Grantor Remains Liable. The Grantor hereby agrees that, anything herein to the contrary notwithstanding, such Grantor shall assume full and complete responsibility for the prosecution, defense, enforcement or any other necessary or desirable actions in connection with their Trademarks subject to a security interest hereunder.

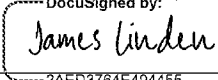
Section 5. Counterparts. This Trademark Security Agreement may be executed by one or more of the parties thereto on any number of separate counterparts (including by facsimile or other electronic transmission), and all of said counterparts taken together shall be deemed to constitute one and the same instrument. Any signature page delivered by telecopy machine or transmitted electronically in Portable Document Format (".pdf") shall be valid and binding to the same extent as an original signature page.

Section 6. GOVERNING LAW. THIS TRADEMARK AGREEMENT AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES HEREUNDER SHALL BE GOVERNED BY, AND CONSTRUED AND INTERPRETED IN ACCORDANCE WITH, THE LAW OF THE STATE OF NEW YORK, WITHOUT REFERENCE TO CONFLICTS OF LAW PROVISIONS. In addition, the provisions of Sections 8.7, 8.8, 8.11, 8.12 and 8.16 of the Guaranty and Security Agreement are hereby incorporated herein by reference, mutatis mutandis, with the same force and effect as if fully set forth herein, and the parties hereto agree to such terms.

[Signature pages follow]

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.

PLANOGRAM, INC., as Grantor

By: 
Name: James Linden
Title: President and Treasurer

**SCHEDULE I
TO**

TRADEMARK SECURITY AGREEMENT

REGISTERED TRADEMARKS

OWNER/APPLICANT	TRADEMARK NAME	REGISTRATION NUMBER	REGISTRATION DATE	JURISDICTION
Planogram, Inc.	Stories Edit	5878855	October 8, 2019	USPTO
Planogram, Inc.	PLANOLY	5820691	July 30, 2019	USPTO
Planogram, Inc.	STYLELINK.IT	5562361	September 11, 2018	USPTO

TRADEMARK

TRADEMARK APPLICATIONS

OWNER/APPLICANT	TRADEMARK NAME	APPLICATION NUMBER	APPLICATION DATE	JURISDICTION
Planogram, Inc.	SIMPLIFYING SOCIAL MARKETING	88728401	December 16, 2019	USPTO