

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM628228

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Southeastern Conference		02/24/2021	Unincorporated Association: ALABAMA
RECEIVING PARTY DATA			
Name:	Truist Bank		
Street Address:	303 Peachtree Street, N.E.		
Internal Address:	25th Floor		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30308		
Entity Type:	Banking Corporation: NORTH CAROLINA		
PROPERTY NUMBERS Total: 23			
Property Type	Number	Word Mark	
Serial Number:	85503246	SEC	
Serial Number:	85503254	SEC	
Serial Number:	85503270	SEC	
Serial Number:	85503281	SEC	
Serial Number:	85503288	SEC	
Serial Number:	85503194	SEC	
Serial Number:	85503209	SEC	
Serial Number:	85503223	SEC	
Serial Number:	85503235	SEC	
Serial Number:	85504647	SEC SOUTHEASTERN CONFERENCE	
Serial Number:	85503265	SEC	
Serial Number:	85504690	SEC DIGITAL NETWORK	
Serial Number:	85504670	SOUTHEASTERN CONFERENCE	
Serial Number:	85504653	SEC SOUTHEASTERN CONFERENCE	
Serial Number:	85504664	SEC SOUTHEASTERN CONFERENCE	
Serial Number:	85504639	SEC SOUTHEASTERN CONFERENCE	
Serial Number:	85727998	SEC SOUTHEASTERN CONFERENCE	
Serial Number:	87063206	IT JUST MEANS MORE.	
TRADEMARK			

OP \$590.00 85503246

Property Type	Number	Word Mark
Serial Number:	87063226	IT JUST MEANS MORE.
Serial Number:	87063280	IT JUST MEANS MORE.
Serial Number:	87063313	IT JUST MEANS MORE.
Serial Number:	87063264	IT JUST MEANS MORE.
Serial Number:	85971393	SEC NETWORK

CORRESPONDENCE DATA

Fax Number:

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: 617-248-5000

Email: tadmin@choate.com

Correspondent Name: Daniel L. Scales

Address Line 1: Two International Place

Address Line 2: Choate Hall & Stewart LLP

Address Line 4: Boston, MASSACHUSETTS 02110

ATTORNEY DOCKET NUMBER:	2010638-0010
NAME OF SUBMITTER:	Daniel L. Scales
SIGNATURE:	/daniel l. scales/
DATE SIGNED:	02/25/2021

Total Attachments: 8

- source=Truist __ SEC -- Trademark Security Agreement (EXECUTED)#page1.tif
- source=Truist __ SEC -- Trademark Security Agreement (EXECUTED)#page2.tif
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- source=Truist __ SEC -- Trademark Security Agreement (EXECUTED)#page8.tif

TRADEMARK SECURITY AGREEMENT

THIS TRADEMARK SECURITY AGREEMENT, dated as of February 24, 2021 (this “Security Agreement”), is made by the SOUTHEASTERN CONFERENCE, an unincorporated association (the “Grantor”), in favor of TRUIST BANK, as administrative agent (in such capacity, together with its successors and permitted assigns, the “Administrative Agent”) for the Secured Parties (as defined in the Credit Agreement referred to below).

WHEREAS, the Grantor, the lenders from time to time parties thereto (the “Lenders”) and the Administrative Agent have entered into a Credit Agreement, dated as of February 24, 2021 (as amended, restated, supplemented, replaced, increased, refinanced or otherwise modified from time to time, the “Credit Agreement”);

WHEREAS, in connection with the Credit Agreement, the Grantor has entered into the Guaranty and Security Agreement, dated as of February 24, 2021 (as amended, restated, supplemented or otherwise modified from time to time, the “Guaranty and Security Agreement”), in favor of the Administrative Agent for the benefit of the Secured Parties; and

WHEREAS, the Guaranty and Security Agreement requires the Grantor to execute and deliver this Security Agreement;

NOW, THEREFORE, in consideration of the premises and in order to ensure compliance with the Credit Agreement, the Grantor hereby agrees 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 the Grantor, hereby pledges, assigns and transfers to the Administrative Agent for the benefit of the Secured Parties, and grants to the Administrative Agent for the benefit of the Secured Parties a security interest in, all of its right, title and interest in, to and under the following Collateral (the “Trademark Collateral”):

- (a) all of its Trademarks which are registered or applied for with the United States Patent and Trademark office, including, without limitation, those referred to on Schedule I 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, 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.

Section 3 Guaranty and Security Agreement. The security interest granted pursuant to this Security Agreement is granted in conjunction with the security interest granted to the Administrative Agent pursuant to the Guaranty and Security Agreement, and the Grantor hereby acknowledges and agrees that the rights and remedies of the Administrative 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 of any conflict or inconsistency between this Security Agreement and the Guaranty and Security Agreement (or any portion hereof or thereof), the terms of the Guaranty and Security Agreement shall prevail.

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

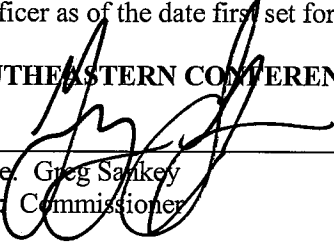
Section 5 **Counterparts**. This Security Agreement may be executed in any number of counterparts and by different parties in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Signature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

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

[Remainder of Page Intentionally Left Blank; 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.

SOUTHEASTERN CONFERENCE,

By: 
Name: Greg Sankey
Title: Commissioner


[Signature Page to Trademark Security Agreement]

TRADEMARK
REEL: 007203 FRAME: 0147

Acknowledged and Agreed to as of the date hereof:

ADMINISTRATIVE AGENT:

TRUIST BANK, as Administrative Agent





By: 
Name: Michael Vegh
Title: Director

[Signature Page to Trademark Security Agreement]



TRADEMARK
REEL: 007203 FRAME: 0148

Trademarks

U.S. Trademarks

<u>Trademark</u>	<u>Registration / Application No.</u>	<u>Registration / Filing Date</u>	<u>Status</u>
SEC 	85503246	07/31/2012	Registered
SEC	85503254	08/14/2012	Registered
SEC	85503270	08/14/2012	Registered
SEC	85503281	08/14/2012	Registered
SEC	85503288	08/14/2012	Registered
SEC 	85503194	08/14/2012	Registered
SEC 	85503209	08/14/2012	Registered
SEC 	85503223	08/14/2012	Registered

<u>Trademark</u>	<u>Registration / Application No.</u>	<u>Registration / Filing Date</u>	<u>Status</u>
SEC 	85503235	08/14/2012	Registered
SEC SOUTHEASTERN CONFERENCE 	85504647	08/14/2012	Registered
SEC	85503265	08/21/2012	Registered
SEC DIGITAL NETWORK	85504690	10/02/2012	Registered
SOUTHEASTERN CONFERENCE	85504670	10/30/2012	Registered
SEC SOUTHEASTERN CONFERENCE 	85504653	11/06/2012	Registered

<u>Trademark</u>	<u>Registration / Application No.</u>	<u>Registration / Filing Date</u>	<u>Status</u>
SEC SOUTHEASTERN CONFERENCE 	85504664	11/06/2012	Registered
SEC SOUTHEASTERN CONFERENCE 	85504639	02/26/2013	Registered
SEC SOUTHEASTERN CONFERENCE 	85727998	06/18/2013	Registered
IT JUST MEANS MORE.	87063206	09/12/2017	Registered
IT JUST MEANS MORE.	87063226	09/12/2017	Registered
IT JUST MEANS MORE.	87063280	09/12/2017	Registered

<u>Trademark</u>	<u>Registration / Application No.</u>	<u>Registration / Filing Date</u>	<u>Status</u>
IT JUST MEANS MORE.	87063313	09/12/2017	Registered
IT JUST MEANS MORE.	87063264	09/12/2017	Registered
SEC NETWORK	85971393	02/11/2014	Registered