

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM648379

| | | | |
|---|--|-----------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | SECURITY INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| GPS INSIGHT, L.L.C. | | 05/18/2021 | Limited Liability Company: ARIZONA |
| SERVICE INSIGHT, LLC | | 05/18/2021 | Limited Liability Company: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Silicon Valley Bank, as Administrative Agent | | |
| Street Address: | 3003 Tasman Drive, HF 150 | | |
| City: | Santa Clara | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 95054 | | |
| Entity Type: | Corporation: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5994595 | GPSINSIGHT | |
| Registration Number: | 3964948 | GPS INSIGHT | |
| Registration Number: | 4546273 | SERVICEBRIDGE | |
| 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: | 8004945225 | | |
| Email: | ipteam@cogencyglobal.com | | |
| Correspondent Name: | JAY DASILVA | | |
| Address Line 1: | 1025 CONNECTICUT AVE., NW, STE. 712 | | |
| Address Line 2: | COGENCY GLOBAL INC. | | |
| Address Line 4: | WASHINGTON, D.C. 20036 | | |
| ATTORNEY DOCKET NUMBER: | 1377211 TM | | |
| NAME OF SUBMITTER: | Naomi Sakata | | |
| SIGNATURE: | /Naomi Sakata/ | | |
| DATE SIGNED: | 05/20/2021 | | |

OP \$90.00 5994595

Total Attachments: 5

source=Closing Copy - I03. Trademark Security Agreement - Insight Mobile Data Inc_#page3.tif

source=Closing Copy - I03. Trademark Security Agreement - Insight Mobile Data Inc_#page4.tif

source=Closing Copy - I03. Trademark Security Agreement - Insight Mobile Data Inc_#page5.tif

source=Closing Copy - I03. Trademark Security Agreement - Insight Mobile Data Inc_#page6.tif

source=Closing Copy - I03. Trademark Security Agreement - Insight Mobile Data Inc_#page7.tif

TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (this “Agreement”), dated as of May 18, 2021, is entered into by and among GPS INSIGHT, L.L.C., an Arizona limited liability company (“GPSI”), Service Insight, LLC, a Delaware limited liability company (“Service Insight”), and together with GPSI, each, a “Grantor” and collectively, the “Grantors”) and SILICON VALLEY BANK (the “Agent”), as Administrative Agent pursuant to (i) that certain Amended and Restated Guarantee and Collateral Agreement, dated as of May 18, 2021 (as amended, amended and restated, supplemented, restructured or otherwise modified, renewed or replaced from time to time, the “Guarantee and Collateral Agreement”), by, among others, the Agent, the Grantors and certain of the Grantors’ affiliates party from time to time thereto, and (ii) that certain Senior Secured Amended and Restated Credit Agreement, dated as of May 18, 2021 (as amended, amended and restated, supplemented, restructured or otherwise modified, renewed or replaced from time to time, the “Credit Agreement”), by, among others, IMD BUYER INC., INSIGHT MOBILE DATA, INC., the Agent, and certain Lenders party thereto.

Capitalized terms not otherwise defined herein have the respective meanings ascribed to them in the Guarantee and Collateral Agreement or the Credit Agreement, as applicable.

WHEREAS, pursuant to the Guarantee and Collateral Agreement, each Grantor has granted in favor of the Agent a security interest in certain Collateral, including the federally registered Trademarks set forth on Schedule A hereto as of the date hereof.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Grantors and the Agent hereby agree as follows:

1. Grant of Security Interest

(a) Subject to the terms and conditions of the Guarantee and Collateral Agreement, to evidence further the security interest granted by such Grantor to the Agent pursuant to the Guarantee and Collateral Agreement, each Grantor hereby grants to the Agent a security interest in all of such Grantor’s right, title and interest in, to and under the Trademarks, whether now owned or existing or at any time hereafter acquired or arising and wherever located, as collateral security for the prompt and complete payment and performance when due (whether at the stated maturity, by acceleration or otherwise) of such Grantor’s Obligations. For the purposes of this Agreement, “Trademarks” means (i) all trademarks, trade names, corporate names, company names, business names, fictitious business names, trade styles, service marks, logos, Internet domain names and other source or business identifiers, and all goodwill associated therewith, now existing or hereafter adopted or acquired, all registrations and recordings thereof, and all applications in connection therewith (other than intent-to-use applications), whether in the United States Patent and Trademark Office or in any similar office or agency of the United States, any State thereof or any other country or any political subdivision thereof, or otherwise, and all common-law rights related thereto, including, without limitation, any of the federally registered trademarks and applications for registration referred to on Schedule A hereto, and (ii) the right to obtain all renewals thereof.

(b) Schedule A hereto contains a true and accurate list of all of each Grantor's federally registered United States registrations and applications for registration for the Trademarks (excluding Internet domain names) existing as of the date hereof.

(c) The security interest granted hereby is granted concurrently and in conjunction with the security interest granted to the Agent under the Guarantee and Collateral Agreement. In the event that any of the provisions of this Agreement are in conflict with the Guarantee and Collateral Agreement, the provisions of the Guarantee and Collateral Agreement shall govern.

2. Modifications

This Agreement or any provision hereof may not be changed, waived, or terminated except in accordance with the amendment provisions of the Credit Agreement. In connection with the foregoing, each Grantor authorizes the Agent, upon notice to such Grantor, to modify this Agreement without obtaining such Grantor's signature to such modification, to the extent that such modification constitutes an amendment of Schedule A hereto, to add any right, title or interest in any Trademarks owned or subsequently acquired by such Grantor or to delete any reference to any right, title or interest in any Trademarks in which such Grantor no longer has or claims any right, title or interest. Each Grantor additionally agrees to execute any additional agreement or amendment hereto as may be reasonably required by the Agent from time to time, to subject any such owned or subsequently acquired right, title or interest in any Trademark to the security interests and perfection created or contemplated hereby or by the Guarantee and Collateral Agreement.

3. Applicable Law

THIS AGREEMENT AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES HEREUNDER SHALL BE GOVERNED BY, AND SHALL BE CONSTRUED AND INTERPRETED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK.

4. Counterparts

This Agreement may be executed by one or more of the parties to this Agreement on any number of separate counterparts, and all of said counterparts taken together shall be deemed to constitute one and the same instrument. Delivery of an executed counterpart by electronic transmission shall be equally as effective as delivery of an original executed counterpart.

[Signature page follows]

IN WITNESS WHEREOF, each of the undersigned has caused this Agreement to be duly executed and delivered as of the date first above written.

Address of Agent:

AGENT:

SILICON VALLEY BANK

2400 Hanover Street
Palo Alto, CA 94304
Attn: Mr. Michael Willard

By: Jonathan Wolfert
Name: Jonathan Wolfert
Title: Director

Address of Grantor:

7201 East Henkel Way, Suite 400
Scottsdale, AZ 85255

GRANTOR:

GPS INSIGHT, L.L.C.

By: 

Name: Steven Van Ooyen

Title: Chief Executive Officer

Address of Grantor:

7201 East Henkel Way, Suite 400
Scottsdale, AZ 85255

GRANTOR:

SERVICE INSIGHT, LLC


By: 

Name: Steven Van Ooyen

Title: Chief Executive Officer

Schedule A to TRADEMARK SECURITY AGREEMENT

Registered Trademarks

| <u>Grantor</u> | <u>Trademark</u> | <u>Jurisdiction</u> | <u>Registration #</u> | <u>Registration Date</u> |
|----------------------|---|---------------------|-----------------------|--------------------------|
| GPS Insight, L.L.C. | GPSINSIGHT [®] | U.S. | 5994595 | 2/25/2020 |
| GPS Insight, L.L.C. |  | U.S. | 3964948 | 5/24/2011 |
| Service Insight, LLC | SERVICEBRIDGE | U.S. | 4546273 | 6/10/2014 |
| Service Insight, LLC | SERVICEBRIDGE | U.S. (Arizona) | 9138491 | 1/14/2020 |

Applications of Registration of Trademarks

| <u>Grantor</u> | <u>Trademark</u> | <u>Jurisdiction</u> | <u>Application #</u> | <u>Application Date</u> |
|---------------------|-------------------------|---------------------|----------------------|-------------------------|
| GPS Insight, L.L.C. | GPS Insight | Canada | 1965434 | 5/29/2019 |
| GPS Insight, L.L.C. | GPSINSIGHT [®] | Canada | 1965435 | 5/29/2019 |