

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM658550

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
UPSHOW, INC.		06/24/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	ESPRESSO CAPITAL LTD.		
Street Address:	300-8 KING STREET EAST		
City:	TORONTO		
State/Country:	CANADA		
Postal Code:	M5C 1B5		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5642312	MAKE THE WAIT GREAT	
Registration Number:	5907724	UPSHOW	
Registration Number:	5960598	TV BUILT FOR BRANDS.	
CORRESPONDENCE DATA			
Fax Number:	3122076400		
<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:	gbenoy@reedsmith.com		
Correspondent Name:	LEE ANN DILLON		
Address Line 1:	599 LEXINGTON AVENUE, 22ND FLOOR		
Address Line 2:	REED SMITH LLP		
Address Line 4:	NEW YORK, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	390192.20047		
NAME OF SUBMITTER:	GWEN M. BENOY		
SIGNATURE:	/Gwen M. Benoy/		
DATE SIGNED:	07/07/2021		
Total Attachments: 3			
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OP \$90.00 5642312

INTELLECTUAL PROPERTY SECURITY AGREEMENT

THIS AGREEMENT dated with effect June 24, 2021, between **USPHOW, INC.** (“**Borrower**”) and **ESPRESSO CAPITAL LTD.** (“**Espresso**”).

WHEREAS, pursuant to the agreement between Borrower and Espresso dated June 24, 2021, 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 provide financings to Borrower, 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, and references to Schedule ‘A’ are to the attached Schedule ‘A’.

2. Grant of Security Interest in the Collateral. 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 (except for intent-to-use trademarks and applications therefor) including, without limitation, those referred to in Schedule ‘A’,
- (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. 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.

4. Borrower Remains Liable. Borrower hereby agrees, anything in this Agreement to the contrary notwithstanding that, during the term of the Loan Facility and Security Agreement, 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.

Upshow, Inc.

DocuSigned by:
By Adam Hirsen
Adam Hirsen, CEO

ACCEPTED AND AGREED at the date first above written

Espresso Capital Ltd.

DocuSigned by:
By [Signature]
Enio Lazzer, COO & CFO


Schedule 'A'
to Intellectual Property Security Agreement

INTELLECTUAL PROPERTY.

Please list all of the following intellectual property owned by Borrower and any parent entity or direct or indirect subsidiary.

Patents (Check if none)

Trademarks (Check if none)

Owner	Trademark	Registration No.	Registration Date
UPshow, Inc.	MAKE THE WAIT GREAT (Word Mark, Int. Cl. 42)	5642312	01/01/2019
UPshow, Inc.	UPSHOW (Service Mark, Int. Cl. 42) 	5907724	11/12/2019
UPshow, Inc.	TV BUILT FOR BRANDS. (Word Mark, Int. Cl. 42)	5960598	01/14/2020