

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM663862

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Security Agreement

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Viad Corp.		07/30/2021	Corporation: DELAWARE
CATC Alaska Tourism Corporation		07/30/2021	Corporation: ALASKA
Global Experience Specialists, Inc.		07/30/2021	Corporation: NEVADA
onPeak LLC		07/30/2021	Limited Liability Company: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	Bank of America, N.A.
<b>Street Address:</b>	Gateway Village, 900 Building
<b>Internal Address:</b>	NC1-026-06-09 (MacLegal), 900 W Trade St.
<b>City:</b>	Charlotte
<b>State/Country:</b>	NORTH CAROLINA
<b>Postal Code:</b>	28255
<b>Entity Type:</b>	Association: UNITED STATES

## PROPERTY NUMBERS Total: 51

Property Type	Number	Word Mark
Serial Number:	87934183	KENAI FJORDS WILDERNESS LODGE
Serial Number:	87644950	DENALI CABINS
Serial Number:	87604735	DENALI BACKCOUNTRY ADVENTURE
Serial Number:	87603960	DENALI BACKCOUNTRY ADVENTURE
Serial Number:	87573505	DENALI BACKCOUNTRY LODGE
Serial Number:	87571716	KENAI FJORDS WILDERNESS LODGE
Serial Number:	86191976	ALASKA DENALI TRAVEL
Serial Number:	85944883	KENAI FJORDS WILDERNESS LODGE
Serial Number:	85783805	DENALI BACKCOUNTRY LODGE
Serial Number:	85784248	DENALI CABINS
Serial Number:	85784302	DENALI BACKCOUNTRY ADVENTURE
Serial Number:	76117250	SEWARD WINDSONG LODGE
Serial Number:	75892315	TALKEETNA ALASKAN LODGE

OP \$1290.00 87934183

Property Type	Number	Word Mark
Serial Number:	75892314	KENAI FJORDS TOURS
Serial Number:	88793889	ON SITE AUDIO VISUAL
Serial Number:	88792947	ON SITE
Serial Number:	75777035	DEXZ
Serial Number:	76587648	ETHNOMETRICS
Serial Number:	88283390	GES
Serial Number:	88283341	GES
Serial Number:	73219262	GES
Serial Number:	73219264	GES
Serial Number:	73219265	GES
Serial Number:	73219267	GES
Serial Number:	87850493	GES MEASUREMENT & INSIGHT
Serial Number:	86119242	GES CONNECT
Serial Number:	87311664	ON SERVICES, A GES COMPANY
Serial Number:	87311840	ON SERVICES, A GES COMPANY
Serial Number:	87311899	ON SERVICES, A GES COMPANY
Serial Number:	86712386	GES
Serial Number:	86712398	GES
Serial Number:	85657666	EARTH EXPLORERS
Serial Number:	85980807	EARTH EXPLORERS
Serial Number:	76690917	
Serial Number:	76544764	GES NATIONAL SERVICENTER
Serial Number:	76469878	GES SERVICENTER
Serial Number:	76107924	EXHIBITGROUP GILTSPUR
Serial Number:	74589685	EMAX
Serial Number:	76600156	TRADE SHOW RIGGING TSR
Serial Number:	76612832	TSE TRADE SHOW ELECTRICAL
Serial Number:	76612833	TSE TRADE SHOW ELECTRICAL
Serial Number:	76043376	TRADE SHOW ELECTRICAL
Serial Number:	87133819	ONPEAK
Serial Number:	85809234	COMPASS DIRECT
Serial Number:	77882846	ONPEAK
Serial Number:	76259999	COMPASS RESERVATION SYSTEM
Serial Number:	76510168	MYHOUSINGINFO.COM
Serial Number:	87358145	VIAD
Serial Number:	87082525	VIAD
Serial Number:	75121956	VIAD
Serial Number:	75121957	VIAD CORP

**CORRESPONDENCE DATA****Fax Number:** 8009144240*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:** 800-713-0755**Email:** Michael.Violet@wolterskluwer.com, ECarrera@cahill.com**Correspondent Name:** CT Corporation**Address Line 1:** 4400 Easton Commons Way**Address Line 2:** Suite 125**Address Line 4:** Columbus, OHIO 43219

<b>NAME OF SUBMITTER:</b>	Elaine Carrera
<b>SIGNATURE:</b>	/Elaine Carrera/
<b>DATE SIGNED:</b>	07/30/2021

**Total Attachments: 8**

source=09. Viad - Trademark Security Agreement\_#page1.tif

source=09. Viad - Trademark Security Agreement\_#page2.tif

source=09. Viad - Trademark Security Agreement\_#page3.tif

source=09. Viad - Trademark Security Agreement\_#page4.tif

source=09. Viad - Trademark Security Agreement\_#page5.tif

source=09. Viad - Trademark Security Agreement\_#page6.tif

source=09. Viad - Trademark Security Agreement\_#page7.tif

source=09. Viad - Trademark Security Agreement\_#page8.tif

TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (this "Agreement"), dated as of July 30, 2021, is made by Viad Corp, CATC Alaska Tourism Corporation, Global Experience Specialists, Inc. and onPeak LLC (each, a "Grantor" are collectively referred to herein as the "Grantors") in favor of and for the benefit of BANK OF AMERICA, N.A., as Administrative Agent (the "Administrative Agent").

WITNESSETH:

WHEREAS, pursuant to the Credit Agreement dated as of July [30], 2021, by and among Viad Corp, a Delaware corporation (the "Borrower"), the Lenders from time to time party thereto, the Administrative Agent, the L/C Issuers and the Swing Line Lender (as it may be amended, restated, replaced, supplemented or otherwise modified from time to time, the "Credit Agreement"), the Lenders and the L/C Issuers have agreed to make Credit Extensions to the Borrower from time to time pursuant to the terms thereof;

WHEREAS, in connection with the Credit Agreement, the Grantors, certain other grantors and the Administrative Agent have executed and delivered a Security Agreement, dated as of July 30, 2021 (as amended, supplemented, amended and restated or otherwise modified from time to time, the "Security Agreement"); and

WHEREAS, pursuant to the terms of the Credit Agreement and the Security Agreement, each Grantor is required to execute and deliver this Agreement and to grant to the Administrative Agent a continuing security interest in all of the Trademarks (as defined below) to secure all Secured Obligations.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and in order to induce the Lenders and the L/C Issuers to make Credit Extensions to the Borrower pursuant to the terms of the Credit Agreement, each Grantor agrees, for the benefit of each Secured Party, as follows:

SECTION 1. Definitions. Unless otherwise defined herein or the context otherwise requires, terms used in this Agreement, including its preamble and recitals, have the meanings provided (or incorporated by reference) in the Security Agreement.

SECTION 2. Grant of Security Interest. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, to secure all of the Secured Obligations, each Grantor hereby assigns and pledges to the Administrative Agent for its benefit and for the ratable benefit of each of the Secured Parties and hereby grants to the Administrative Agent for its benefit and for the ratable benefit of each of the Secured Parties a security interest and Lien in such Grantor's trademarks and service marks, trade names, corporate names, company names, business names, fictitious business names, trade styles, service marks, domain names, logos, and any other designs or sources of business identifiers, indicia of origin or similar devices, including those listed on Schedule A hereto, all registrations with respect thereto, all applications with respect to the foregoing, and all extensions and renewals with respect to any of the foregoing, together with all of the goodwill associated with any and all of the foregoing, in each case in the United States, in each case whether now or hereafter existing, together with all rights and interests associated with the foregoing, including, without limitation, license royalties, claims or rights against third parties for any past, present or future infringement, violation or dilution of any trademark or similar device or registration thereof, or for any injury to the goodwill

associated therewith, and all corresponding rights, in each case in the United States (any and all of the foregoing, other than any Excluded Property (as defined in the Credit Agreement), the "Trademarks").

SECTION 3. No Present Assignment. Neither this Agreement, nor any other document, instrument or agreement creates or is intended to create a present assignment of the Trademarks. Subject to the rights and security interest of the Administrative Agent, it is the intention of the parties hereto that each Grantor continue to own the Trademarks.

SECTION 4. Security Agreement. This Agreement has been executed and delivered by each Grantor for the purpose of recording the security interest of the Administrative Agent in the Trademarks with the United States Patent and Trademark Office and corresponding offices in other countries of the world. The security interest granted hereby has been granted as a supplement to, and not in limitation of, the security interest granted to the Administrative Agent for its benefit and the benefit of each Secured Party under the Security Agreement. The Security Agreement (and all rights and remedies of the Administrative Agent and each Secured Party thereunder) shall remain in full force and effect in accordance with its terms.

SECTION 5. Acknowledgment. Each Grantor does hereby further acknowledge and affirm that the rights and remedies of the Administrative Agent with respect to the security interest in the Trademarks granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which (including the remedies provided for therein) are incorporated by reference herein as if fully set forth herein.

SECTION 6. Loan Document, etc. This Agreement is a Loan Document executed pursuant to the Credit Agreement and shall (unless otherwise expressly indicated herein) be construed, administered and applied in accordance with the terms and provisions of the Credit Agreement.

SECTION 7. Governing Law. This Agreement shall be governed by, and construed in accordance with, the laws of the State of New York, without regard to principles of conflicts of laws.

*[Remainder of page intentionally left blank.]*

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

VIAD CORP,  
as a Grantor

By:   
Name: Elyse Newman  
Title: Treasurer

CATC Alaska Tourism Corporation,  
as a Grantor

By:   
Name: Elyse Newman  
Title: Treasurer

GLOBAL EXPERIENCE SPECIALISTS, INC.,  
as a Grantor

By:   
Name: Elyse Newman  
Title: Treasurer

ONPEAK LLC,  
as a Grantor


By:   
Name: Elyse Newman  
Title: Treasurer

BANK OF AMERICA, N.A.,  
as Administrative Agent







By: Melissa Mullis  
Name: Melissa Mullis  
Title: Vice President

Schedule A

Trademarks

Trademark	App. No. App. Date	Reg. No. Reg. Date	Status	Owner
KENAI FJORDS WILDERNESS LODGE 	87934183 24-MAY-2018	5738039 30-APR-2019	Registered	CATC Alaska Tourism Corporation
DENALI CABINS 	87644950 13-OCT-2017	5681581 19-FEB-2019	Registered	CATC Alaska Tourism Corporation
DENALI BACKCOUNTRY ADVENTURE 	87604735 12-SEP-2017	5433505 27-MAR-2018	Registered	CATC Alaska Tourism Corporation
DENALI BACKCOUNTRY ADVENTURE 	87603960 11-SEP-2017	5433503 27-MAR-2018	Registered	CATC Alaska Tourism Corporation
DENALI BACKCOUNTRY LODGE 	87573505 17-AUG-2017	5432221 27-MAR-2018	Registered	CATC Alaska Tourism Corporation
KENAI FJORDS WILDERNESS LODGE 	87571716 16-AUG-2017	5578350 09-OCT-2018	Registered	CATC Alaska Tourism Corporation
ALASKA DENALI TRAVEL 	86191976 12-FEB-2014	4714789 07-APR-2015	Registered	CATC Alaska Tourism Corporation
KENAI FJORDS WILDERNESS LODGE	85944883 29-MAY-2013	4528270 13-MAY-2014	Registered	CATC Alaska Tourism Corporation
DENALI BACKCOUNTRY LODGE	85783805 20-NOV-2012	4468851 21-JAN-2014	Registered	CATC Alaska Tourism Corporation
DENALI CABINS	85784248 20-NOV-2012	4468853 21-JAN-2014	Registered	CATC Alaska Tourism Corporation
DENALI BACKCOUNTRY ADVENTURE	85784302 20-NOV-2012	4468854 21-JAN-2014	Registered	CATC Alaska Tourism Corporation
SEWARD WINDSONG LODGE 	76117250 25-AUG-2000	2516927 11-DEC-2001	Renewed in 2010	CATC Alaska Tourism Corporation
TALKEETNA ALASKAN LODGE 	75892315 07-JAN-2000	2438340 27-MAR-2001	Renewed in 2010	CATC Alaska Tourism Corporation
KENAI FJORDS TOURS 	75892314 07-JAN-2000	2426782 06-FEB-2001	Renewed in 2010	CATC Alaska Tourism Corporation
ON SITE AUDIO VISUAL 	88793889 12-FEB-2020		Pending	Global Experience Specialists, Inc.
ON SITE	88792947 11-FEB-2020		Pending	Global Experience Specialists, Inc.
DEXZ	75777035 16-AUG-1999	2383028 17-SEPT-2000	Renewed 2010	Global Experience Specialists, Inc.
ETHNOMETRICS	76587648 19-APR-2004	3042301 10-JAN-2006	Registered	Global Experience Specialists, Inc.



Trademark	App. No. App. Date	Reg. No. Reg. Date	Status	Owner
GES 	88283390 30-JAN-2019	6005218 10-MAR-2020	Registered	Global Experience Specialists, Inc.
GES 	88283341 30-JAN-2019	5993938 25-FEB-2020	Registered	Global Experience Specialists, Inc.
GES	73219262 11-JUN-1979	1153404 5-MAY-1981	Registered	Global Experience Specialists, Inc.
GES	73219264 11-JUN-1979	1154225 12-MAY-1981	Registered	Global Experience Specialists, Inc.
GES	73219265 11-JUN-1979	1155044 19-MAY-1981	Registered	Global Experience Specialists, Inc.
GES	73219267 11-JUN-1979	1153502 5-MAY-1981	Registered	Global Experience Specialists, Inc.
GES MEASUREMENT & INSIGHT	87850493 26-MAR-2018	5848207 03-SEP-2019	Registered	Global Experience Specialists, Inc.
GES CONNECT	86119242 14-NOV-2013	4669786 13-JAN-2015	Registered	Global Experience Specialists, Inc.
ON SERVICES, A GES COMPANY	87311664 24-JAN-2017	5403072 13-FEB-2018	Registered	Global Experience Specialists, Inc.
ON SERVICES, A GES COMPANY	87311840 24-JAN-2017	5403073 13-FEB-2018	Registered	Global Experience Specialists, Inc.
ON SERVICES, A GES COMPANY	87311899 24-JAN-2017	5403075 13-FEB-2018	Registered	Global Experience Specialists, Inc.
GES	86712386 02-AUG-2015	5271737 22-AUG-2017	Registered	Global Experience Specialists, Inc.
GES	86712398 02-AUG-2015	5271738 22-AUG-2017	Registered	Global Experience Specialists, Inc.
EARTH EXPLORERS	85657666 21-JUN-2012	4692786 24-FEB-2015	Registered	Global Experience Specialists, Inc.
EARTH EXPLORERS	85980807 21-JUN-2012	4581537 05-AUG-2014	Registered	Global Experience Specialists, Inc.
Design Only 	76690917 30-JUN-2008	3625054 26-MAY-2009	Renewed in 2019	Global Experience Specialists, Inc.
GES NATIONAL SERVICENTER	76544764 15-SEP-2003	2964586 05-JUL-2005	Renewed in 2015	Global Experience Specialists, Inc.
GES SERVICENTER	76469878 25-NOV-2002	2905579 30-NOV-2004	Renewed in 2014	Global Experience Specialists, Inc.
EXHIBITGROUP GILTSPUR	76107924 14-AUG-2000	2801691 06-JAN-2004	Renewed in 2014	Global Experience Specialists, Inc.
EMAX	74589685 24-OCT-1994	1925480 10-OCT-1995	Renewed in 2015	Global Experience Specialists, Inc.
TRADE SHOW RIGGING TSR	76600156 01-JUL-2004	3165674 31-OCT-2006	Renewed in 2017	Global Experience Specialists, Inc.
TSE TRADE SHOW ELECTRICAL 	76612832 27-SEP-2004	3147191 26-SEP-2006	Renewed in 2016	Global Experience Specialists, Inc.
TSE TRADE SHOW ELECTRICAL 	76612833 27-SEP-2004	3115709 18-JUL-2006	Renewed in 2016	Global Experience Specialists, Inc.
TRADE SHOW ELECTRICAL	76043376 08-MAY-2000	2580889 18-JUN-2002	Renewed in 2012	Global Experience Specialists, Inc.
ONPEAK 	87133819 10-AUG-2016	5185087 18-APR-2017	Registered	onPeak LLC
COMPASS DIRECT	85809234 21-DEC-2012	4530518 13-MAY-2014	Registered	onPeak LLC

Trademark	App. No. App. Date	Reg. No. Reg. Date	Status	Owner
ONPEAK	77882846 01-DEC-2009	3982237 21-JUN-2011	Registered	onPeak LLC
COMPASS RESERVATION SYSTEM	76259999 14-MAY-2001	2807027 20-JAN-2004	Renewed in 2013	onPeak LLC
MYHOUSINGINFO.COM	76510168 28-APR-2003	2888487 28-SEP-2004	Renewed in 2014	onPeak LLC
VIAD VIAD	87358145 03-MAR-2017	5296178 26-SEP-2017	Registered	Viad Corp
VIAD VIAD	87082525 24-JUN-2016	5357613 19-DEC-2017	Registered	Viad Corp
VIAD	75121956 19-JUN-1996	2149741 07-APR-1998	Renewed in 2018	Viad Corp
VIAD CORP	75121957 19-JUN-1996	2149742 07-APR-1998	Renewed in 2017	Viad Corp