

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM686941

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
FANBOOSTER HOLDINGS LLC		11/05/2021	Limited Liability Company: DELAWARE
PLANOGRAM, LLC		11/05/2021	Limited Liability Company: TEXAS
LOOMLY INC.		11/05/2021	Corporation: DELAWARE
EXYM, LLC		11/05/2021	Limited Liability Company: CALIFORNIA
MINUTE MENU SYSTEMS, LLC		11/05/2021	Limited Liability Company: TEXAS
IMAGEQUIX, LLC		11/05/2021	Limited Liability Company: SOUTH CAROLINA
FOOTHOLD TECHNOLOGY, INC.		11/05/2021	Corporation: DELAWARE
RECORD360 INC.		11/05/2021	Corporation: DELAWARE
GRADE US, LLC		11/05/2021	Limited Liability Company: NEW JERSEY
AUTHORITY LABS, LLC		11/05/2021	Limited Liability Company: ILLINOIS
VERISEARCH LLC		11/05/2021	Limited Liability Company: NEVADA
THINK TANK SOLUTIONS, LLC		11/05/2021	Limited Liability Company: NEVADA
PHOTOLYNX, LLC		11/05/2021	Limited Liability Company: DELAWARE
EARLY ECHO LLC		11/05/2021	Limited Liability Company: DELAWARE
TRUCKER TOOLS, LLC		11/05/2021	Limited Liability Company: VIRGINIA
LINK2FEED INC.		11/05/2021	Corporation: CANADA
SENDIBLE LIMITED		11/05/2021	Private Company: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	FEAC Agent, LLC as Collateral Agent		
<b>Street Address:</b>	500 Boylston St., Suite 1250		
<b>City:</b>	Boston		

CH \$1365.00 2857639

TRADEMARK

<b>State/Country:</b>	MASSACHUSETTS
<b>Postal Code:</b>	02116
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

**PROPERTY NUMBERS Total: 54**

<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
<b>Registration Number:</b>	2857639	EXYM
<b>Registration Number:</b>	5311369	CHILDCARE IS AMERICA'S BUSINESS
<b>Registration Number:</b>	5306178	MINUTE MENU
<b>Registration Number:</b>	5306179	MINUTE MENU
<b>Registration Number:</b>	5306181	KIDKARE
<b>Registration Number:</b>	5306183	KIDKARE
<b>Registration Number:</b>	4399958	IMAGEQUIX
<b>Registration Number:</b>	4403097	IMAGEQUIX IQ
<b>Registration Number:</b>	5009705	SMART ORDERING
<b>Registration Number:</b>	5009704	SMART POS
<b>Registration Number:</b>	5079957	SMART PRE-ORDER
<b>Registration Number:</b>	5005229	SMART PRICE SHEETS
<b>Registration Number:</b>	5005230	SMART TAG
<b>Registration Number:</b>	5005228	SMART TEMPLATES
<b>Registration Number:</b>	5176891	WAY SMARTER
<b>Registration Number:</b>	5465797	BLU PRINT
<b>Registration Number:</b>	5163144	PLANBUILDER
<b>Registration Number:</b>	3594124	AWARDS
<b>Registration Number:</b>	3546444	BILLINGBUILDER
<b>Registration Number:</b>	2581406	FOOTHOLD TECHNOLOGY
<b>Registration Number:</b>	4811894	RECORD360
<b>Registration Number:</b>	4782422	RECORD360
<b>Serial Number:</b>	88112840	RECORD360
<b>Registration Number:</b>	5842670	SOCIAL REPORT
<b>Registration Number:</b>	4167162	AUTHORITYLABS
<b>Registration Number:</b>	5015519	REPUTATION LOOP
<b>Registration Number:</b>	4710745	REPUTATION BUG
<b>Registration Number:</b>	4287765	VERISEARCH
<b>Registration Number:</b>	5445123	PLIC EXPERIENCE
<b>Registration Number:</b>	5176489	PLI
<b>Registration Number:</b>	5170458	
<b>Registration Number:</b>	4968013	TRACKLYNX
<b>Registration Number:</b>	4967992	RIPLYNX!

Property Type	Number	Word Mark
Registration Number:	4901150	PLIC
Registration Number:	3990557	FLOW
Registration Number:	3791296	PROOF MYCLASS
Registration Number:	3082817	MR. GRAY
Registration Number:	2612325	CAMLYNX
Registration Number:	2380901	PHOTOLYNX
Registration Number:	4290155	JUMPSEAT
Registration Number:	5813584	GATHERUP
Registration Number:	5644474	GATHER UP
Registration Number:	4777528	LINK2FEED
Registration Number:	4732758	CAPTURELIFE
Registration Number:	5820691	PLANOLY
Serial Number:	88728401	SIMPLIFYING SOCIAL MARKETING
Registration Number:	5878855	STORIES EDIT
Registration Number:	5562361	STYLELINK.IT
Registration Number:	6057821	BOOK IT NOW
Registration Number:	6057822	BOOK-IT-NOW
Registration Number:	5771634	SMART CAPACITY
Registration Number:	5427642	LOOMLY
Serial Number:	87269256	REVIEW VELOCITY
Registration Number:	5009706	SMART FULFILLMENT

**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:** 415-591-1000

**Email:** TrademarksSF@winston.com

**Correspondent Name:** Becky Troutman

**Address Line 1:** 101 California Street

**Address Line 4:** San Francisco, CALIFORNIA 94111

**NAME OF SUBMITTER:** Becky L. Troutman (KER)

**SIGNATURE:** /Becky L. Troutman/

**DATE SIGNED:** 11/09/2021

**Total Attachments: 16**

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## INTELLECTUAL PROPERTY SECURITY AGREEMENT

THIS TRADEMARK SECURITY AGREEMENT, dated as of November 5, 2021, is made by each of the entities listed on the signature pages hereof (each a “**Grantor**” and, collectively, the “**Grantors**”), in favor of FEAC AGENT, LLC, a Delaware limited liability company (“**FEAC**”), as collateral agent (in such capacity, together with its successors and permitted assigns, the “**Collateral Agent**”) for the Secured Parties.

### WITNESSETH:

WHEREAS, ASG, LLC, a Delaware limited liability company (“**ASG**”, 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, 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**”), FEAC, as administrative agent for the Lenders (in such capacity, together with its successors and assigns in such capacity, the “**Administrative Agent**”), and FEAC, 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 5, 2021 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “**Credit Agreement**”);

WHEREAS, all of the Grantors are party to that certain Guaranty and Security Agreement, dated as of November 5, 2021, 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 Grantors are 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, each 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. Each 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 each 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. Each 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.

DocuSigned by:  
*James Linden*  
By: \_\_\_\_\_  
Name: 2AED3764E484455... Jamie Linden  
Title: President and Treasurer of:  
**FANBOOSTER HOLDINGS LLC**  
**PLANOGRAM, LLC**  
**LOOMLY INC.**

Treasurer of:  
**EXYM, LLC**  
**MINUTE MENU SYSTEMS, LLC**  
**IMAGEQUIX, LLC**  
**FOOTHOLD TECHNOLOGY, INC.**  
**RECORD360 INC.**  
**GRADE US, LLC**  
**AUTHORITY LABS, LLC**  
**VERISEARCH LLC**  
**THINK TANK SOLUTIONS, LLC**  
**PHOTOLYNX, LLC**  
**EARLY ECHO LLC**

Chief Financial Officer and Treasurer of:  
**TRUCKER TOOLS, LLC**

President of **LINK2FEED INC.**

**SENDIBLE LIMITED**,  
a private company organized under  
the laws of the United Kingdom

By:

\_\_\_\_\_  
Name: Katelyn Sorensen  
Title: Director



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.

By: \_\_\_\_\_

Name: Jamie Linden

Title: President and Treasurer of:

**FANBOOSTER HOLDINGS LLC  
PLANOGRAM, LLC  
LOOMLY INC.**

Treasurer of:

**EXYM, LLC  
MINUTE MENU SYSTEMS, LLC  
IMAGEQUIX, LLC  
FOOTHOLD TECHNOLOGY, INC.  
RECORD360 INC.  
GRADE US, LLC  
AUTHORITY LABS, LLC  
VERISEARCH LLC  
THINK TANK SOLUTIONS, LLC  
PHOTOLYNX, LLC  
EARLY ECHO LLC**

Chief Financial Officer and Treasurer of:

**TRUCKER TOOLS, LLC**

President of **LINK2FEED INC.**

**SENDIBLE LIMITED,**

a private company organized under  
the laws of the United Kingdom

By: DocuSigned by:

*Katelyn Sorensen*

Name: Katelyn Sorensen

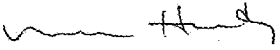
Title: Director

[Signature Page to Trademark Security Agreement]

**TRADEMARK  
REEL: 007488 FRAME: 0789**

ACCEPTED:

**FEAC AGENT, LLC,**  
a Delaware limited liability company,  
as Collateral Agent

By:  \_\_\_\_\_

Name: Michelle Handy  
Title: Managing Director

[Signature Page to Trademark Security Agreement]

**TRADEMARK**  
**REEL: 007488 FRAME: 0790**


**SCHEDULE I**

**TO**

**TRADEMARK SECURITY AGREEMENT**

**1. REGISTERED TRADEMARKS**

<b>TRADEMARKS</b>				
<b>OWNER/APPLICANT</b>	<b>TRADEMARK NAME</b>	<b>REGISTRATION/ APPLICATION NUMBER</b>	<b>REGISTRATION/ APPLICATION DATE</b>	<b>JURISDICTION</b>
Exym, LLC	EXYM	2857639	6/29/2004	United States

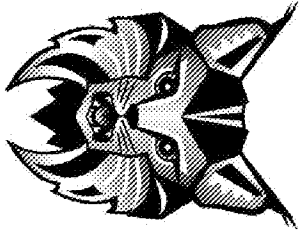
Minute Menu Systems, LLC	CHILDCARE IS AMERICA'S BUSINESS	5311369	10/17/2017	United States
Minute Menu Systems, LLC	MINUTE MENU	5306178	10/10/2017	United States
Minute Menu Systems, LLC		5306179	10/10/2017	United States

Minute Menu Systems, LLC	KIDKARE	5306181	10/10/2017	United States
Minute Menu Systems, LLC		5306183	10/10/2017	United States
ImageQuix, LLC	IMAGEQUIX	4,399,958	09/10/2013	United States
ImageQuix, LLC	IMAGEQUIX IQ	4,403,097	09/17/2013	United States
ImageQuix, LLC	SMART FULFILLMENT	5,009,706	07/26/2016	United States
ImageQuix, LLC	SMART ORDERING	5,009,705	07/26/2016	United States

ImageQuix, LLC	SMART POS	5,009,704	07/26/2016	United States
ImageQuix, LLC	SMART PRE-ORDER	5,079,957	11/08/2016	United States
ImageQuix, LLC	SMART PRICE SHEETS	5,005,229	07/19/2016	United States
ImageQuix, LLC	SMART TAG	5,005,230	07/19/2016	United States
ImageQuix, LLC	SMART TEMPLATES	5,005,228	07/19/2016	United States
ImageQuix, LLC	WAY SMARTER	5,176,891	04/04/2017	United States
ImageQuix, LLC	BLUEPRINT	5465797	05/08/2018	United States
Foothold Technology, Inc.	PLANBUILDER	5163144	03/14/2017	United States
Foothold Technology, Inc.	AWARDS	3594124	03/24/2009	United States
Foothold Technology, Inc.	BILLINGBUILDER	3546444	12/16/2008	United States

Foothold Technology, Inc.	FOOTHOLD TECHNOLOGY	2581406	06/18/2002	United States
Record360 Inc.	RECORD360	4811894	09/15/2015	United States
Record360 Inc.	RECORD360	4782422	07/28/2015	United States
Record360 Inc.	RECORD360	88112840	9/11/2018	United States
Record360 Inc.	RECORD360	TMA944236	07/26/2016	Canada
Record360 Inc.	RECORD360	1266168	06/26/2015	International Registration- designating European Union and Japan
Grade Us, LLC	“Social Report”	5842670	08/27/2019	United States
AuthorityLabs, LLC	“AuthorityLabs”	4167162	07/03/2012	United States
VeriSearch LLC	REPUTATION LOOP	5015519	8/9/2016	United States



VeriSearch LLC	REPUTATION BUG	4710745	3/31/2015	United States
VeriSearch LLC	VERISEARCH	4287765	2/12/2013	United States
Photolynx, LLC	PLIC EXPERIENCE	5445123	04/10/2018	United States
Photolynx, LLC	PLI	5176489	04/04/2017	United States
Photolynx, LLC	Design Only	5170458	3/28/2017	United States
Photolynx, LLC	TRACKLYNX	4968013	5/31/2016	United States





Photolynx, LLC	RIPLYNX!	4967992	5/31/2016	United States
Photolynx, LLC	PLIC	4901150	02/16/2016	United States
Photolynx, LLC	FLOW	3990557	07/05/2011	United States
Photolynx, LLC	PROOF MYCLASS	3791296	05/18/2010	United States
Photolynx, LLC	MR. GRAY	3082817	04/18/2006	United States
Photolynx, LLC	CAMLYNX	2612325	08/27/2002	United States
Photolynx, LLC	PHOTOLYNX	2380901	08/29/2000	United States

Photolynx, LLC	JUMPSEAT	4290155	02/12/2013	United States
Photolynx, LLC	PLIC	69850	05/12/2015	California
Photolynx, LLC	PLIC EXPERIENCE	1883419	02/15/2018	Canada
Photolynx, LLC	FLOW	TMA816148	01/25/2012	Canada
Early Echo LLC	GATHERUP	5813584	07/23/2019	United States
Early Echo LLC	GATHER UP 	5644474	01/01/2019	United States
Link2Feed Inc.	LINK2FEED	4777528	07/21/2015	United States
Fanbooster Holdings LLC	FANBOOSTER	261219	08/30/2011	Norway

ImageQuix, LLC	CAPTURELIFE	4732758	05/05/2015	United States
Planogram, LLC	PLANOLY	5820691	07/30/2019	United States
Planogram, LLC	SIMPLIFYING SOCIAL MARKETING	88728401	12/16/2019	United States
Planogram, LLC	STORIES EDIT	5878855	10/8/2019	United States
Planogram, LLC	STYLELINK.IT	5562361	9/11/2018	United States
Sendible Limited		3277712	03/23/2018	United Kingdom
Trucker Tools, LLC	BOOK IT NOW	6057821	05/19/2020	United States
Trucker Tools, LLC	BOOK-IT-NOW	6057822	05/19/2020	United States
Trucker Tools, LLC	SMART CAPACITY	5771634	06/02/2019	United States
Loomly Inc.		5427642	03/20/2018	United States

2. TRADEMARK APPLICATIONS

Think Tank Solutions, LLC	REVIEW VELOCITY	87269256	12/14/2016	United States
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3. TRADEMARK LICENSES

None.