

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM693631

<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>
Rich Context LLC		12/09/2021	Limited Liability Company: ARKANSAS
The Retail Firm, LLC		12/09/2021	Limited Liability Company: ARKANSAS
The Stable Group, LLC		12/09/2021	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Balance Point Capital Partners V, L.P., as Collateral Agent		
<b>Street Address:</b>	285 Riverside Avenue, Suite 200		
<b>City:</b>	Westport		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06880		
<b>Entity Type:</b>	Limited Partnership: DELAWARE		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86622102	THE STABLE	
<b>Serial Number:</b>	88033953	RICH CONTEXT	
<b>Serial Number:</b>	88122195	PATHLINK	
<b>Serial Number:</b>	97037915	RF RETAIL FIRM	
<b>Serial Number:</b>	88802949	HYPHEN	
<b>Serial Number:</b>	88838964	LIDO	
<b>Serial Number:</b>	88838971	FUNDDAYS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3129021061		
<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>			
<b>Phone:</b>	312-577-8438		
<b>Email:</b>	raquel.haleem@katten.com		
<b>Correspondent Name:</b>	Raquel Haleem c/o Katten Muchin Rosenman		
<b>Address Line 1:</b>	525 West Monroe Street		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60661		

CH \$190.00 86622102

<b>NAME OF SUBMITTER:</b>	Raquel Haleem
<b>SIGNATURE:</b>	/Raquel Haleem/
<b>DATE SIGNED:</b>	12/09/2021
<b>Total Attachments: 4</b> source=BPC-Trademark Security Agreement#page1.tif source=BPC-Trademark Security Agreement#page2.tif source=BPC-Trademark Security Agreement#page3.tif source=BPC-Trademark Security Agreement#page4.tif	

NOTICE  
OF  
GRANT OF SECURITY INTEREST  
IN  
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:


Please be advised that pursuant to the Subordinated Guarantee and Security Agreement dated as of December 9, 2021 (as amended, modified, extended, restated, renewed, replaced, or supplemented from time to time, the "Agreement") by and among the Obligors party thereto (each an "Obligor" and collectively, the "Obligors") and Balance Point Capital Partners V, L.P., as collateral agent (the "Collateral Agent") for the benefit of the Secured Parties referenced therein, the undersigned Obligors have granted a continuing security interest in and continuing lien upon the trademarks and trademark applications shown on Schedule 1 attached hereto to the Collateral Agent for the ratable benefit of the Secured Parties.

The undersigned Obligors and the Collateral Agent, on behalf of the Secured Parties, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (a) may only be terminated in accordance with the terms of the Agreement and (b) is not to be construed as an assignment of any trademark or trademark application.

*[Remainder of page intentionally left blank; next page is a signature page.]*

Very truly yours,


**RICH CONTEXT LLC**, an Arkansas limited liability company,

By:   
Name: Chad Hetherington  
Title: Chief Executive Officer

**THE RETAIL FIRM, LLC**, an Arkansas limited liability company,

By:   
Name: Chad Hetherington  
Title: Chief Executive Officer

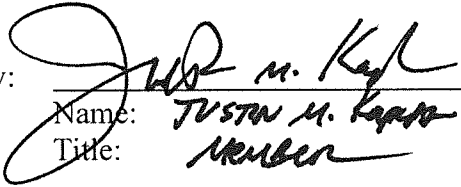
**THE STABLE GROUP, LLC**, a Delaware limited liability company,

By:   
Name: Chad Hetherington  
Title: Chief Executive Officer

Acknowledged and Accepted:

**BALANCE POINT CAPITAL PARTNERS V, L.P.**, as Collateral Agent

By: Balance Point Capital Managers V, LLC, its General Partner

By:   
Name: JUSTIN M. KAPP  
Title: Member

Schedule 1

Mark	Owner	Registration No.	Application No.	Registration Date	Filing Date
THE STABLE	Stable	4924359	86622102	3/22/2016	5/17/15
RICH CONTEXT	Rich Context	5824517	88033953	8/6/2019	7/11/18
PATHLINK	Rich Context	5992051	88122195	2/18/2020	9/18/18
RF Retail Firm	Retail Firm	N/A	97037915	N/A	9/21/2021
HYPHEN	Rich Context	6258226	88802949	1/26/21	2/19/20
LIDO	Stable	N/A	88838964	N/A	3/18/20
FUNDAYS	Stable	6479916	88838971	9/7/21	3/18/20