

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM696634

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
AdColony, Inc.		10/26/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Bank of America, N.A., as Administrative Agent		
Street Address:	GATEWAY VILLAGE-900 BUILDING NC1-026-06-09, 900 W. TRADE ST.		
City:	Charlotte		
State/Country:	NORTH CAROLINA		
Postal Code:	28255		
Entity Type:	National Banking Association: NORTH CAROLINA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5917612	ADCOLONY	
Registration Number:	5917611	ADCOLONY	
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:	2023704750		
Email:	ipteam@cogencyglobal.com		
Correspondent Name:	Jennifer Tindie		
Address Line 1:	1025 Connecticut Ave., NW, Suite 712		
Address Line 2:	COGENY GLOBAL INC.		
Address Line 4:	Washington, D.C. 20036		
ATTORNEY DOCKET NUMBER:	1554397 TM		
NAME OF SUBMITTER:	Sonya Jackman		
SIGNATURE:	/Sonya Jackman/		
DATE SIGNED:	12/21/2021		
Total Attachments: 4			
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OP \$65.00 5917612

NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

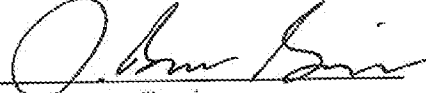
Please be advised that pursuant to the Joinder Agreement dated October 26, 2021 and the Security and Pledge Agreement dated as of April 29, 2021 (as amended, modified, extended, restated, renewed, replaced, or supplemented from time to time, the “Agreement”) among the Grantors party thereto (each an “Grantor” and collectively, the “Grantors”) and Bank of America, N.A., as administrative agent (the “Administrative Agent”) for the Secured Parties referenced therein, the undersigned Grantor has granted a continuing security interest in, and a right to set off against, the trademarks and trademark applications shown on Schedule 1 attached hereto to the Administrative Agent for the ratable benefit of the Secured Parties.

The undersigned Grantor and the Administrative 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.

[Signatures follow]

Very truly yours,

ADCOLONY, INC.

By: 

Name: Barrett Garrison

Title: Chief Financial Officer

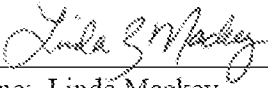
[Signature Page to Notice of Grant of Security Interest in Trademarks]

TRADEMARK

REEL: 007537 FRAME: 0987

Acknowledged and Accepted:

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

By: 
Name: Linda Mackey
Title: Vice President

[Signature Page to Notice of Grant of Security Interest in Trademarks]

TRADEMARK
REEL: 007537 FRAME: 0988

SCHEDULE 1

<u>Grantor/Owner</u>	<u>Trademarks</u>	<u>Application/ Registration Number</u>	<u>Application/Registration Date</u>
AdColony, Inc.	ADCOLONY Advertisement via mobile phone networks; Advertisement for others on the Internet; Dissemination of advertising for others via an on-line communications network on the internet; On-line advertising on a computer network; Online advertising network matching services for connecting advertisers to websites. (IC 35)	SN: 87/767,310 RN: 5,917,612	First Use: November 30, 2009 Filed: January 23, 2018 Registered: November 26, 2019
AdColony, Inc.	ADCOLONY Communications software for connecting Mobile Device developers and advertisers reach end users; Computer application software for mobile phones, namely, software for helping Developers of applications and advertisers for use in reaching end users; Computer game software for use on mobile and cellular phones; Software development kits (IC 09)	SN: 87/767,308 RN: 5,917,611	First Use: November 30, 2009 Filed: January 23, 2018 Registered: November 26, 2019