

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM707877

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
EventLink, LLC		02/11/2022	Limited Liability Company: MICHIGAN
RECEIVING PARTY DATA			
Name:	The Huntington National Bank		
Street Address:	71 S. Wacker Drive, Suite 2110		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	National Bank: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4935635	OUT COLD AN ACTION MARKETING AGENCY	
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>			
Email:	jbleskin@schiffhardin.com		
Correspondent Name:	Jennifer Bleskin		
Address Line 1:	233 S. Wacker Drive, Suite 7100		
Address Line 2:	Schiff Hardin LLP		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Jennifer Bleskin		
SIGNATURE:	/s/ Jennifer Bleskin		
DATE SIGNED:	02/11/2022		
Total Attachments: 5			
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OP \$40.00 4935635

TRADEMARK SECURITY AGREEMENT

THIS TRADEMARK SECURITY AGREEMENT (this "Agreement"), dated as of February 11, 2022, is made by EventLink, LLC, a Michigan limited liability company (the "Company"), in favor of The Huntington National Bank (successor by merger to TCF National Bank) ("Lender").

RECITALS

WHEREAS, the Company, the other Obligors party thereto and Lender are parties to a Credit Agreement dated as of September 7, 2017 (as amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement"; terms defined in the Credit Agreement which are used herein shall have the same meanings as are set forth in the Credit Agreement for such terms unless otherwise defined herein), pursuant to which Lender has agreed to make certain loans and other extensions of credit to the Company and certain of such other Obligors;

WHEREAS, (a) the Company and Lender are parties to a Patent, Copyright, License and Trademark Security Agreement dated as of September 7, 2017 (as amended, restated, supplemented or otherwise modified from time to time, the "IP Security Agreement"), and (b) the Company, the other Obligors party thereto and Lender are parties to an Amended and Restated Security Agreement dated as of September 24, 2018 (as amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement"); and

WHEREAS, pursuant to the terms of the IP Security Agreement and the Security Agreement, the Company has granted to Lender a security interest in substantially all the assets of the Company, including all right, title and interest of the Company in, to and under all now existing and hereafter arising service marks, trademarks, trademark or service mark registrations, trademark or service mark applications, domain names and trade names, and (a) renewals thereof, (b) all income, royalties, damages and payments now and hereafter due and/or payable with respect thereto, including, without limitation, damages and payments for past or future infringements thereof, (c) the right to sue for past, present and future infringements thereof, and (d) all rights corresponding thereto throughout the world, to secure the complete and timely satisfaction of all of the Liabilities;

NOW, THEREFORE, in consideration of the mutual agreements set forth herein and in the Credit Agreement, to secure the complete and timely satisfaction of all of the Liabilities, the Company hereby grants to the Lender a security interest in and to all of the Company's right, title and interest in, to and under all of the following, whether now existing or hereafter arising:

- (1) all service marks, trademarks, trademark or service mark registrations, trademark or service mark applications, domain names and trade names including, without limitation, the registered and applied-for trademarks and service marks listed on Schedule 1 attached hereto and made a part hereof, and (a) renewals thereof, (b) all income, royalties, damages and payments now and hereafter due and/or payable with respect thereto, including, without limitation, damages and payments for past or future infringements thereof, (c) the right to sue for past, present and future

infringements thereof, and (d) all rights corresponding thereto throughout the world (all the foregoing service marks, trademarks, registrations, applications and trade names, together with the items described in clauses (a) through (d), inclusive, with respect thereto in which the Company now or hereafter has any right, title or interest are sometimes hereinafter and/or collectively referred to as the “Marks”);

- (2) all of the Company’s rights and obligations pursuant to its license agreements with any other Person or Persons with respect to any Marks, whether the Company is a licensor or licensee under any such license agreements, and, subject to the terms of such licenses, the right to prepare for sale, sell and advertise for sale, all Inventory now or hereafter owned by the Company and now or hereafter covered by such licenses; and
- (3) the goodwill of the Company’s business connected with and symbolized by the Marks (items 1 through 3 being herein collectively referred to as the “Trademark Collateral”);


Each of the Company and Lender hereby acknowledges and affirms that the rights and remedies of Lender with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Credit Agreement, the IP Security Agreement and the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

THIS AGREEMENT SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS AND NOT THE CONFLICTS OF LAW PROVISIONS OF THE STATE OF ILLINOIS.

[signature page follows]

IN WITNESS WHEREOF, the Company has caused this Trademark Security Agreement to be duly executed by its duly authorized officer thereunto as of the date first set forth above.

EVENTLINK, LLC

By: 
Name: Christina Pai
Title: Executive Vice President

Acknowledged and agreed to:

THE HUNTINGTON NATIONAL BANK

By: _____
Name: KC Beuker
Title: Senior Vice President


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Name: KC Beuker
Title: Senior Vice President

SCHEDULE 1
to
TRADEMARK SECURITY AGREEMENT

Mark	Reg. Number	Reg. Date
OUT COLD AN ACTION MARKETING AGENCY	4935635	April 12, 2016