

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM719919

<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>
Bold Leadership LLC		04/04/2022	Limited Liability Company: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Chad Fietsam		
<b>Street Address:</b>	160 Gallogly Rd.		
<b>City:</b>	Lake Angelus		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48326		
<b>Entity Type:</b>	INDIVIDUAL: UNITED STATES		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6655967	BOLD LEADERSHIP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Email:</b>	raymonda@millerjohnson.com		
<b>Correspondent Name:</b>	Miller Johnson		
<b>Address Line 1:</b>	45 Ottawa Ave. SW, Suite 1100		
<b>Address Line 4:</b>	Grand Rapids, MICHIGAN 49503		
<b>ATTORNEY DOCKET NUMBER:</b>	52770-1		
<b>NAME OF SUBMITTER:</b>	Aileen Raymond		
<b>SIGNATURE:</b>	/Aileen Raymond/		
<b>DATE SIGNED:</b>	04/08/2022		
<b>Total Attachments: 6</b>			
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CH \$40.00 6655967



## TRADEMARK SECURITY AGREEMENT

TRADEMARK SECURITY AGREEMENT (“**Agreement**”), dated as of April 4, 2022 by and between **BOLD LEADERSHIP LLC** (“**Grantor**”), in favor of **CHAD FIETSAM** (“**Lender**”).

### WITNESSETH:

WHEREAS, pursuant to that certain Secured Promissory Note dated as of the date hereof, made by Grantor, as Borrower, in favor of and Lender (as from time to time amended, restated, supplemented or otherwise modified, the “**Note**”), the Lender has agreed to make the loan \$225,000 to Grantor;

WHEREAS, pursuant to the Note, Grantor granted to Lender, a continuing security interest in, upon and to all Trademarks (as defined below) of Grantor, whether now owned or existing or hereafter acquired or arising; and

WHEREAS, pursuant to the Note, Grantor is required to execute and deliver to Lender, this Agreement.

NOW, THEREFORE, in consideration of the promises and the mutual covenants herein contained and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantor hereby agrees as follows:

1. **DEFINED TERMS.** All capitalized terms used but not otherwise defined herein have the meanings given to them in the Note. The term “**Trademarks**” shall mean all of Grantor's trademarks, trademark registrations, trademark applications, trade names, corporate names, company names, business names, fictitious business names, trade styles, service marks, other business identifiers, prints and labels on which any of the foregoing have appeared or appear, all registrations and recordings thereof, and all applications in connection therewith (other than “intent to use” applications until a verified statement of use is filed with respect to such applications), including, without limitation, the trademarks, trade names, service marks, registrations and applications listed on Schedule A attached hereto and hereby made a part hereof, and all renewals, extensions and continuations of any of the foregoing, and all income, royalties, damages and payments now and hereafter due and/or payable under or with respect to any of the foregoing, including, without limitation, damages and payments for past, present or future infringements of any of the foregoing and the right to sue for past, present and future infringements of any of the foregoing.

2. **GRANT OF SECURITY INTEREST IN TRADEMARK COLLATERAL.** Grantor hereby grants to Lender a continuing security interest in, upon and to all of Grantor's presently existing or hereafter acquired right, title and interest in, to and under the following, whether presently existing or hereafter created or acquired (collectively, the “**Trademark Collateral**”):

(a) each Trademark listed on Schedule A attached hereto, together with any reissues, continuations or extensions thereof, and all of the goodwill of the business connected with the use of, and symbolized by, each Trademark; and

(b) all products and proceeds of the foregoing, including, without limitation, any claim by Grantor against third parties for past, present or future (i) infringement or dilution of any Trademark or (ii) injury to the goodwill associated with any Trademark.

3. **AGREEMENT; NOTE.** The security interests granted pursuant to this Agreement are granted in conjunction with, and not in limitation of, the security interests granted to Lender pursuant to the Note. Grantor 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 Note. In the event of any conflict between the terms of this Agreement and the Note, the terms of the Note shall control.

4. **MODIFICATION OF AGREEMENT.** This Agreement or any provision hereof may not be changed, waived, or terminated except in accordance with the amendment provisions of the Note. Notwithstanding the foregoing, Lender may modify this Agreement, after obtaining Grantor's signatures to such modification, by amending Schedule A hereto to include reference to any right, title or interest in any Trademarks currently owned by Grantor or any Trademarks acquired by Grantor after the execution hereof or to delete any reference to any right, title or interest in any Trademarks in which Grantor no longer has or claims any right, title or interest.

5. **COUNTERPARTS.** Two or more duplicate originals of this Agreement may be signed by the parties, and each such duplicate original may be signed in counterparts, each of which such originals shall be an original but all of which together shall constitute one and the same instrument. Signatures delivered by electronic mail, facsimile or other electronic transmission shall bind the parties hereto.

6. **ASSIGNMENTS.** This Agreement shall create a continuing security interest in, upon and to the Trademark Collateral and shall be binding upon Grantor and its successors and assigns and shall inure to the benefit of the Lender and its successors and assigns.

**7. GOVERNING LAW. THIS AGREEMENT AND ALL OF THE OTHER LOAN DOCUMENTS AND ALL MATTERS ARISING HEREFROM OR THEREFROM OR RELATING HERETO OR THERETO (WHETHER ARISING IN TORT, CONTRACT OR OTHERWISE) SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE COMMONWEALTH OF MICHIGAN, WITHOUT REGARD TO ITS OTHERWISE APPLICABLE PRINCIPLES OF CONFLICTS OF LAWS.**

8. **SEVERABILITY.** The provisions of this Agreement are severable and the invalidity or unenforceability of any provision shall not alter or impair the remaining provisions of this Agreement, which shall continue in full force and effect.

9. **JURY TRIAL.** EACH OF GRANTOR AND LENDER HEREBY WAIVES ANY AND ALL RIGHTS SUCH PERSONS MAY HAVE TO A JURY TRIAL IN CONNECTION WITH ANY LITIGATION COMMENCED BY OR AGAINST ANY OF THEM WITH RESPECT TO RIGHTS AND OBLIGATIONS OF THE PARTIES HERETO, AND ALL MATTERS ARISING HEREFROM OR RELATING HERETO.

**[SIGNATURES ON FOLLOWING PAGES]**

IN WITNESS WHEREOF, Grantor has caused this Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

**BOLD LEADERSHIP LLC**

By: 

Name: Christine Fietsam

Title: Sole Member

SIGNATURE PAGE TO TRADEMARK SECURITY AGREEMENT

**TRADEMARK**  
**REEL: 007685 FRAME: 0551**

ACCEPTED AND ACKNOWLEDGED BY:

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Chad Fietsam

SIGNATURE PAGE TO TRADEMARK SECURITY AGREEMENT

**TRADEMARK**  
**REEL: 007685 FRAME: 0552**

**SCHEDULE A**

**Trademarks**

<b>MARK</b>	<b>REGISTRATION NUMBER</b>	<b>REG. DATE</b>	<b>OWNER</b>
BOLD LEADERSHIP	6,655,967	March 1, 2022	Bold Leadership LLC