

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM720964

| | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | SECURITY INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| MediaRadar, Inc. | | 09/09/2019 | Corporation: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | PNC Bank, National Association | | |
| Street Address: | 500 First Avenue | | |
| Internal Address: | Commercial Loan Service Center | | |
| City: | Pittsburgh | | |
| State/Country: | PENNSYLVANIA | | |
| Postal Code: | 15219 | | |
| Entity Type: | National Banking Association: UNITED STATES | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4515747 | MEDIARADAR | |
| Registration Number: | 4511901 | MEDIARADAR | |
| Registration Number: | 3107579 | MEDIARADAR | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2158325619 | | |
| <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: | 2155695619 | | |
| Email: | timothy.pecsenye@blankrome.com | | |
| Correspondent Name: | Timothy D. Pecszenye (074658-19088) | | |
| Address Line 1: | One Logan Square | | |
| Address Line 2: | 8th Floor | | |
| Address Line 4: | Philadelphia, PENNSYLVANIA 19103 | | |
| ATTORNEY DOCKET NUMBER: | 074658-19088 | | |
| NAME OF SUBMITTER: | Timothy D. Pecszenye | | |
| SIGNATURE: | /Timothy D. Pecszenye/ | | |
| DATE SIGNED: | 04/13/2022 | | |
| Total Attachments: 7 | | | |

OP \$90.00 4515747

source=Trademark Sec Agr dated Sept. 9 2019#page1.tif
source=Trademark Sec Agr dated Sept. 9 2019#page2.tif
source=Trademark Sec Agr dated Sept. 9 2019#page3.tif
source=Trademark Sec Agr dated Sept. 9 2019#page4.tif
source=Trademark Sec Agr dated Sept. 9 2019#page5.tif
source=Trademark Sec Agr dated Sept. 9 2019#page6.tif
source=Trademark Sec Agr dated Sept. 9 2019#page7.tif

TRADEMARK SECURITY AGREEMENT

This Trademark Security Agreement (this "Trademark Security Agreement") is made as of this 9th day of September, 2019, by the Grantor listed on the signature pages hereof ("Grantor"), and PNC BANK, NATIONAL ASSOCIATION, in its capacity as agent for the Lenders (together with its successors and assigns in such capacity, "Agent").

WITNESSETH:

WHEREAS, pursuant to that certain Revolving Credit, Term Loan, Guaranty and Security Agreement dated as of the date hereof (as amended, restated, supplemented or otherwise modified from time to time, including all exhibits and schedules thereto, the "Credit Agreement") among Grantor, its affiliates from time to time party thereto, the lenders from time to time party thereto (the "Lenders"), and Agent, the Lenders agreed to make certain financial accommodations available to Borrower from time to time pursuant to the terms and conditions thereof;

WHEREAS, pursuant to the Credit Agreement, Grantor is required to execute and deliver to Agent, for the benefit of the Lenders, this Trademark Security Agreement.

NOW, THEREFORE, in consideration of the premises and 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 Credit Agreement.

2. GRANT OF SECURITY INTEREST IN TRADEMARK COLLATERAL. Grantor hereby grants to Agent, for the benefit of the Lenders, a continuing first priority security interest in all of Grantor's right, title and interest in, to and under the following, whether presently existing or hereafter created or acquired (collectively, the "Trademark Collateral"):

(a) all of Grantor's trademarks, trademark applications, service marks, trade names, mask works and associated goodwill (collectively, "Trademarks"), including those referred to on Schedule I hereto;

(b) all reissues, continuations, continuations in part, substitutes, extensions or renewals of and improvements on the foregoing; and

(c) all products and proceeds of the foregoing, including all income and royalties therefrom and any claim by Grantor against third parties for past, present or future infringement or dilution of any Trademark.

3. SECURITY FOR OBLIGATIONS. This Trademark Security Agreement and the security interest created hereby secure the payment and performance of all the Obligations, whether now existing or arising hereafter. Without limiting the generality of the foregoing, this

Trademark Security Agreement secures the payment of all amounts which constitute part of the Obligations and would be owed by Grantor, to Agent, the Lenders or any of them, whether they are unenforceable or not allowable due to the existence of an insolvency proceeding involving Grantor.

4. CREDIT AGREEMENT. The security interests granted pursuant to this Trademark Security Agreement are granted in conjunction with the security interests granted to Agent, for the benefit of the Lenders, pursuant to the Credit Agreement. Grantor hereby acknowledges and affirms that the rights and remedies of Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Credit Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

5. AUTHORIZATION TO SUPPLEMENT. If Grantor shall obtain rights to any new Trademarks or Licenses for Trademarks, this Trademark Security Agreement shall automatically apply thereto. Grantor shall give prompt notice (and in any event not later than five (5) Business Days) in writing to Agent with respect to any such new Trademarks or Licenses for Trademarks. Without limiting Grantor's obligations under this Section 5, Grantor hereby authorizes Agent unilaterally to modify this Trademark Security Agreement by amending Schedule I to include any such new U.S. trademark registrations (to the extent provided in the Credit Agreement), U.S. trademark registration applications or Licenses for Trademarks of Grantor. Notwithstanding the foregoing, no failure to so modify this Trademark Security Agreement or amend Schedule I shall in any way affect, invalidate or detract from Agent's continuing security interest in all Collateral, whether or not listed on Schedule I.

6. COUNTERPARTS. This Trademark Security Agreement may be executed in any number of counterparts, each of which shall be deemed to be an original, but all such separate counterparts shall together constitute but one and the same instrument. In proving this Trademark Security Agreement or any Other Document in any judicial proceedings, it shall not be necessary to produce or account for more than one such counterpart signed by the party against whom such enforcement is sought. Any signatures delivered by a party by facsimile transmission or by e-mail transmission shall be deemed an original signature hereto.

7. CONSTRUCTION. Unless the context of this Trademark Security Agreement or any Other Document clearly requires otherwise, references to the plural include the singular, references to the singular include the plural, the terms "includes" and "including" are not limiting, and the term "or" has, except where otherwise indicated, the inclusive meaning represented by the phrase "and/or." The words "hereof," "herein," "hereby," "hereunder," and similar terms in this Trademark Security Agreement or any Other Document refer to this Trademark Security Agreement or such Other Document, as the case may be, as a whole and not to any particular provision of this Trademark Security Agreement or such Other Document, as the case may be. Section, subsection, clause, schedule, and exhibit references herein are to this Trademark Security Agreement unless otherwise specified. Any reference in this Trademark Security Agreement or in any Other Document to any agreement, instrument, or document shall include all alterations, amendments, changes, extensions, modifications, renewals, replacements,

substitutions, joinders, and supplements, thereto and thereof, as applicable (subject to any restrictions on such alterations, amendments, changes, extensions, modifications, renewals, replacements, substitutions, joinders, and supplements set forth herein). Any reference herein or in any Other Document to the satisfaction or repayment in full of the Obligations shall mean the repayment in full in cash (or cash collateralization in accordance with the terms of the Credit Agreement) of all Obligations other than unasserted contingent indemnification Obligations. Any reference herein to any Person shall be construed to include such Person's successors and assigns.

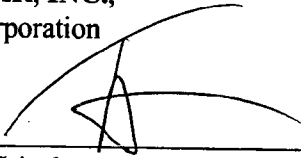
8. GOVERNING LAW AND JURISDICTION. This Trademark Security Agreement has been delivered to and accepted by Agent, for its own benefit and the benefit of the Lenders, and will be deemed to be made in the State of New York. This Trademark Security Agreement will be interpreted and the rights and liabilities of Agent, the Lenders and Grantor will be determined in accordance with the laws of the State of New York applied to contracts to be performed wholly within the State of New York. Grantor hereby irrevocably consents to the exclusive jurisdiction of any court of competent jurisdiction in the State of New York, United States of America; provided that nothing contained in this Trademark Security Agreement will prevent Agent from bringing any action, enforcing any award or judgment or exercising any rights against Grantor individually, against any security or against any property of Grantor within any other county, state or other foreign or domestic jurisdiction. The Grantor acknowledges and agrees that the venue provided above is the most convenient forum for both Agent and Grantor. Grantor waives any objection to venue and any objection based on a more convenient forum in any action instituted under this Trademark Security Agreement.

[Remainder of page intentionally left blank; signature page follows.]

IN WITNESS WHEREOF, 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.

GRANTOR:

MEDIARADAR, INC.,
a Delaware corporation

By: 
Name: Todd Krizelman
Title: President and Chief Executive Officer

Signature Page to Trademark Security Agreement

TRADEMARK
REEL: 007691 FRAME: 0157

ACCEPTED AND
ACKNOWLEDGED BY:

PNC BANK, NATIONAL ASSOCIATION,
as Agent

By: Joseph Shylock
Name: Joseph Shylock
Title: Senior Vice President

Signature Page to Trademark Security Agreement

TRADEMARK
REEL: 007691 FRAME: 0158

SCHEDULE I
TO
TRADEMARK SECURITY AGREEMENT

| Mark | Reg No. Ser. No | Goods and Services | Filing Date Registration Date | Status |
|------------|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|--------|
| MEDIARADAR | 4,515,747 | Consulting in the fields of advertising and competitive business intelligence; advertising and commercial information services via the Internet; business monitoring and consulting services, namely, tracking spending trends, editorial content, brands, and advertisements and providing documentation and analysis for business services; compiling and analyzing statistics, data and other sources of information for business purposes; consulting in sales techniques and sales programs; information about sales methods; providing business intelligence; providing information concerning commercial advertising practices; media monitoring services, namely, monitoring print media, websites, publications and other media for brands and advertisements, gathering relevant content on those topics, and providing documentation and analysis of that media content to others for business services; preparation of customized reports and alerts regarding business prospects, brands, and competition. | April 15, 2014 | Live |
| MEDIARADAR | 4,511,901 | Software as a service (SAAS) services featuring software for generating competitive intelligence to businesses based on analysis of advertising, social media, published editorial content, and other market data; software as a service (SAAS) services featuring software for ad-sales assistance and sales force automation to publishers in the form of prospecting tools, competitive analysis, team management and reporting tools. | April 8, 2014 | Live |

| | | | | |
|------------|-----------|-------------------------------|---------------|------|
| MEDIARADAR | 3,107,579 | Market research and analysis. | June 20, 2006 | Live |
|------------|-----------|-------------------------------|---------------|------|

Unregistered Trademarks:

MEDIARadar and Design

074658.19088/121668646v.2