

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM722920

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	INTELLECTUAL PROPERTY SECURITY AGREEMENT		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PLACEMENTS, INC.		04/12/2022	Corporation:
RECEIVING PARTY DATA			
Name:	ESPRESSO CAPITAL LTD.		
Street Address:	300-8 KING STREET EAST		
City:	TORONTO		
State/Country:	CANADA		
Postal Code:	M5C1B5		
Entity Type:	Limited Company: CANADA		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	6617597	PLACEMENTS.IO	
Serial Number:	88862603	PLACEMENTS	
Serial Number:	90525744	SYSTEMATIC MEDIA	
Serial Number:	90525747	SYSTEMATIC MEDIA MARKETPLACE	
Serial Number:	90525756	SYSTEMATIC ADVERTISING MARKETPLACE	
Serial Number:	90525759	SYSTEMATIC ADS	
Serial Number:	90525764	SYSTEMATIC ADVERTISING	
Serial Number:	90525768	SYSTEMATIC DEAL DIRECT	
Serial Number:	90525769	SYSTEMATIC DIRECT	
Serial Number:	90525774	SYSTEMATIC GUARANTEED	
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:	2125490410		
Email:	shorne@reedsmith.com		
Correspondent Name:	LEE ANN DILLON		
Address Line 1:	599 lexington avenue		
Address Line 4:	new york, NEW YORK 10022		

OP \$265.00 6617597

NAME OF SUBMITTER:	LEE ANN DILLON
SIGNATURE:	/LEE ANN DILLON/
DATE SIGNED:	04/21/2022
Total Attachments: 3 source=Intellectual Property Security Agreement (final compiled)#page1.tif source=Intellectual Property Security Agreement (final compiled)#page2.tif source=Intellectual Property Security Agreement (final compiled)#page3.tif	

INTELLECTUAL PROPERTY SECURITY AGREEMENT

THIS INTELLECTUAL PROPERTY AGREEMENT dated with effect April 12, 2022 ("**Agreement**"), between **Placements, Inc. ("Borrower")**, with and for the benefit of **ESPRESSO CAPITAL LTD. ("Espresso")**.

WHEREAS, pursuant to Borrower's Amended and Restated Loan Facility and Security Agreement dated April 12, 2022, as amended, modified, restated, or replaced from time to time (the "**Loan Agreement**"), Espresso has agreed to provide Borrower with certain financings,

AND WHEREAS, Borrower as security for its obligations under the Loan Agreement shall grant a security interest in certain intellectual property of Borrower under this Agreement,

Borrower, in consideration of the premises and to induce Espresso to enter into the Loan Agreement and provide financings to Borrower, hereby agrees with Espresso as follows:

1. **Defined Terms.** Capitalized terms not otherwise defined in this Agreement shall have the meanings given them in the Loan Agreement, and references to Schedule 'A' are to the attached Schedule 'A'.
2. **Grant of Security Interest in the Collateral.** Borrower, as collateral security for the prompt and complete payment and performance when due (whether at stated maturity, by acceleration or otherwise) of the obligations, hereby mortgages, pledges and hypothecates to Espresso, and grants to Espresso a Lien on and security interest in, all of its right, title and interest in, to and under the following (the "**Collateral**"):
 - (a) all its patents and all intellectual property licenses providing for the grant by or to such Borrower of any right under any patent, including, without limitation, those referred to in Schedule 'A',
 - (b) all reissues, reexaminations, continuations, continuations-in-part, divisionals, renewals and extensions of the foregoing, and
 - (c) all its trademarks (except for intent-to-use trademarks and applications therefor) and all intellectual property licenses providing for the grant by or to such Borrower of any right under any trademark, including, without limitation, those referred to in Schedule 'A',
 - (d) all renewals and extensions of the foregoing,
 - (e) all goodwill of the business connected with the use of, and symbolized by, each such trademark, and
 - (f) all income, royalties, proceeds and liabilities at any time due or payable or asserted under and with respect to any of the foregoing, including, without limitation, all rights to sue and recover at law or in equity for any past, present and future infringement, misappropriation, dilution, violation or other impairment thereof.
3. **Loan Agreement.** The security interest granted pursuant to this Agreement is granted in conjunction with the security interest granted to Espresso pursuant to the Loan Agreement. Borrower hereby acknowledges and agrees the rights and remedies of Espresso with respect to the security interest in the Collateral made and granted by this Agreement are more fully set forth in the Loan Agreement, the terms and provisions of which are incorporated by reference in this Agreement.

- 4. **Borrower Remains Liable.** Borrower hereby agrees, anything in this Agreement to the contrary notwithstanding, Borrower shall assume full and complete responsibility for the prosecution, defense, enforcement or any other necessary or desirable actions in connection with the Collateral and intellectual property licenses subject to the security interest granted under this Agreement.
- 5. **Counterparts.** This Agreement may be executed in any number of counterparts, each of which when so executed shall be deemed to be an original and all shall constitute one and the same agreement. Signature pages may be detached from multiple separate counterparts and attached to a single counterpart.
- 6. **Governing Law.** This Agreement and the rights and obligations of Borrower and Espresso shall be governed by, and construed and interpreted in accordance with, the law of the State of New York.

Borrower has caused this Agreement to be executed and delivered by its duly authorized officer at the date first written above.

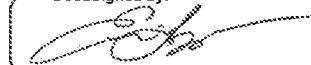
Placements, Inc.

DocuSigned by:

 By _____
 Edwin Fu, Founder & CEO

ACCEPTED AND AGREED at the date first above written

Espresso Capital Ltd.

DocuSigned by:

 By _____
 Enio Lazzer, COO & CFO