

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM725146

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Trademark Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Superior Performers, LLC		04/28/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Owl Rock Capital Corporation, as Collateral Agent		
Street Address:	399 Park Avenue, 38th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	Corporation: MARYLAND		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4739089	ALUSA	
Registration Number:	4624065	FAMILY PROTECTION CENTER	
Registration Number:	3653073	NAA NATIONAL AGENTS ALLIANCE	
Registration Number:	3418092	AMERICANS FOR THE FAMILY	
Registration Number:	3630048	MORTGAGE PROTECTION CENTER	
CORRESPONDENCE DATA			
Fax Number:	2138918763		
<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:	rhonda.deleon@lw.com		
Correspondent Name:	LATHAM & WATKINS LLP		
Address Line 1:	355 SOUTH GRAND AVENUE		
Address Line 4:	LOS ANGELES, CALIFORNIA 90071-1560		
ATTORNEY DOCKET NUMBER:	058516-0034		
NAME OF SUBMITTER:	Rhonda DeLeon		
SIGNATURE:	/Rhonda DeLeon/		
DATE SIGNED:	04/29/2022		
Total Attachments: 8			

OP \$140.00 4739089

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TRADEMARK SECURITY AGREEMENT

This Trademark Security Agreement, dated as of April 28, 2022 (this “Trademark Security Agreement”), is made by the signatories hereto listed under “Pledgors” (each, a “Pledgor” and together, the “Pledgors”), in favor of Owl Rock Capital Corporation, in its capacity as collateral agent for the secured parties (in such capacity, together with its successors and permitted assigns, the “Collateral Agent”) pursuant to that certain Credit Agreement, dated as of August 27, 2019 (as amended, restated, amended and restated, supplemented, extended, waived, renewed, replaced, refinanced or otherwise modified from time to time, the “Credit Agreement”), by and among, among others, Integrity Marketing Acquisition, LLC, a Delaware limited liability company (the “Initial Borrower” and together with each Additional Borrower from time to time party thereto, collectively, the “Borrowers” and each, individually, a “Borrower”), Integrity Marketing Intermediate, LLC, a Delaware limited liability company, certain subsidiaries and affiliates of the Borrowers from time to time party thereto, the lenders from time to time party thereto and the several agents party thereto, including the Collateral Agent.

W I T N E S S E T H:

WHEREAS, each Pledgor is party to a Security Agreement of even date with the Credit Agreement (as amended, restated, amended and restated, supplemented, waived, renewed, replaced or otherwise modified from time to time, the “Security Agreement”) in favor of the Collateral Agent pursuant to which such Pledgor is required to execute and deliver this Trademark Security Agreement.

NOW, THEREFORE, in consideration of the premises and to induce the Collateral Agent, for the benefit of the Secured Parties, to enter into the Credit Agreement, each Pledgor hereby agrees with the Collateral Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the Security Agreement and used herein have the meaning given to them in the Security Agreement, or if not defined therein, in the Credit Agreement.

SECTION 2. Grant of Security Interest in Trademark Collateral. Each Pledgor hereby pledges and grants to the Collateral Agent for the benefit of the Secured Parties a Lien on and security interest in all of the right, title and interest of such Pledgor in, to and under all the following Pledged Collateral, in each case excluding Excluded Property (collectively, the “Trademark Collateral”):

- (a) all Trademarks, including, without limitation, the United States registered Trademarks and applications for Trademark registration, listed on Schedule 1 attached hereto, together with any and all (i) rights and privileges arising under applicable Legal Requirements with respect to the use or ownership of any of the foregoing, (ii) goodwill associated therewith, (iii) continuations, extensions and renewals thereof and amendments thereto; and
- (b) all Proceeds of any and all of the foregoing.

Notwithstanding the foregoing, no grant of any Lien or security interest shall be deemed granted hereunder on or in any "intent to use" Trademark application for which a Statement of Use or Amendment to Allege Use, as applicable, has not been filed and accepted with the United States Patent and Trademark Office.

SECTION 3. Security Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Collateral Agent pursuant to the Security Agreement, and each Pledgor hereby acknowledges and affirms that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event that any provision of this Trademark Security Agreement is deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall control.

SECTION 4. Recordation. Each Pledgor authorizes and requests that the Commissioner for Trademarks and any other applicable government officer record this Trademark Security Agreement.

SECTION 5. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Trademark Security Agreement by signing and delivering one or more counterparts. Delivery of an executed counterpart of this Trademark Security Agreement by facsimile or other electronic means shall be effective as delivery of a manually executed counterpart of this Trademark Security Agreement.


SECTION 6. Governing Law. This Trademark Security Agreement shall be construed in accordance with and governed by the law of the State of New York. The terms of Section 10.09(b) and Section 10.10 of the Credit Agreement are incorporated herein *mutatis mutandis*.

[Remainder of this page intentionally left blank]

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


PLEDGORS:

**BERWICK INSURANCE GROUP, L.L.C.
BROKERS INTERNATIONAL, LLC
BROKERS INTERNATIONAL FINANCIAL
SERVICES, LLC
SENIOR SECURITY BENEFITS, LLC
WEALTH MANAGEMENT NEBRASKA,
LLC
WESTERN MARKETING ASSOCIATES,
LLC
ONE RESOURCE GROUP, LLC
CONSUMERQUOTE USA, LLC,
FIDELIS CONSULTANTS, LLC
GOLDEN YEARS DESIGN BENEFITS,
LLC
INSURANCE ADMINISTRATIVE
SOLUTIONS, L.L.C.
KELLOGG INSURANCE MARKETING,
LLC
MCNERNEY MANAGEMENT GROUP,
LLC
NORTHWEST FARMER-STOCKMAN,
LLC
RESOURCE BROKERAGE, L.L.C.
SENIOR INSURANCE MARKETING, LLC
UNIFIED HEALTH, LLC
WESTERN ASSET PROTECTION, LLC**

By: 

Name: Bryan W. Adams
Title: Chief Executive Officer

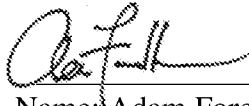
**K.I.T. MARKETING, LLC
SUPERIOR PERFORMERS, LLC**

By: 

Name: Bryan W. Adams
Title: Vice President

Accepted and Agreed:


OWL ROCK CAPITAL CORPORATION,
as Collateral Agent

By:  _____
Name: Adam Forchheimer
Title: Authorized Signatory






SCHEDULE 1
to
TRADEMARK SECURITY AGREEMENT





UNITED STATES TRADEMARK REGISTRATIONS AND APPLICATIONS

United States Trademark Registrations:

Mark	Jurisdiction	Registration No. (Application No.)	Status	Current Owner of Record
<p>IAS INSURANCE ADMINISTRATIVE SOLUTIONS</p> <p>The mark consists of 3 boxes having from left to right, each box containing a single letter left to right "I" "A" "S", all to the left of the stacked wording "Insurance Administrative Solutions"</p>	U.S. Federal	4251367	Registered	Insurance Administrative Solutions, L.L.C.
<p>IAS</p> <p>The mark consists of 3 boxes having from left to right, each box containing a single letter left to right "I" "A" "S"</p>	U.S. Federal	4376387	Registered	Insurance Administrative Solutions, L.L.C.
<p>SENIOR INSURANCE MARKETING</p> 	U.S. Federal	3054870	Registered	Senior Insurance Marketing, LLC
<p>BROKER FOCUSED... TECHNOLOGY DRIVEN</p>	U.S. Federal	3484596	Registered	Resource Brokerage, L.L.C.
<p>THE ORIGINAL AGENCY BUILDER SINCE '83</p>	U.S. Federal	5729765	Registered	Brokers International, LLC

COMPLIANCE BUILDER	U.S. Federal	5753060	Registered	Brokers International, LLC
LOYALTY BUILDER	U.S. Federal	5711525	Registered	Brokers International, LLC
SALES BUILDER	U.S. Federal	5741502	Registered	Brokers International, LLC
BUSINESS BUILDER	U.S. Federal	5619432	Registered	Brokers International, LLC
ORIGINAL AGENCY BUILDER	U.S. Federal	5729750	Registered	Brokers International, LLC
BUILD YOUR BUSINESS	U.S. Federal	5723724	Registered	Brokers International, LLC
DIGITAL BUILDER	U.S. Federal	5729757	Registered	Brokers International, LLC
RETIREMENT WELL SPENT	U.S. Federal	5665614	Registered	Brokers International, LLC
BROKERS INTERNATIONAL	U.S. Federal	4784739	Registered	Brokers International, LLC
RETIREMENT ALLY	U.S. Federal	4522955	Registered	Brokers International, LLC
BROKERS INTERNATIONAL, LTD.	U.S. Federal	3027287	Registered	Brokers International, LLC
CONSUMERQUOTE USA	U.S. Federal	4603466	Registered	CONSUMERQUOTE USA, LLC

MEDICARE CAFÉ Design 	U.S. Federal	5942333	Registered	MCNERNEY MANAGEMENT GROUP, LLC
ALUSA	U.S. Federal	4739089	Registered	Superior Performers, LLC
KIT MARKETING	U.S. Federal	4703060	Registered	K.I.T. Marketing, LLC
FAMILY PROTECTION CENTER	U.S. Federal	4624065	Registered	Superior Performers, LLC
NAA NATIONAL AGENTS ALLIANCE 	U.S. Federal	3653073	Registered	Superior Performers, LLC
KIT MARKETING KEEP IN TOUCH 	U.S. Federal	3461473	Registered	K.I.T. Marketing, LLC
AMERICANS FOR THE FAMILY	U.S. Federal	3418092	Registered	Superior Performers, LLC
MORTGAGE PROTECTION CENTER	U.S. Federal	3630048	Registered	Superior Performers, LLC
M MEDICARE SALES SYSTEM and Design 	U.S. Federal	5559544	Registered	Berwick Insurance Group, L.L.C.
MEDICARE ACADEMY	U.S. Federal	6071345	Registered	Western Asset Protection, LLC
WAP 	U.S. Federal	5165001	Registered	Western Asset Protection, LLC

CLIENTXPRESS.COM	U.S. Federal	6185760	Registered	MCNERNEY MANAGEMENT GROUP, LLC
M MEDICARE SALES SYSTEM 	U.S. Federal	5559544	Registered	Berwick Insurance Group, L.L.C.
BROKERS FINANCIAL	U.S. Federal	4762180	Registered	Brokers International Financial Services, LLC
FIDELIS	U.S. Federal	(90696365)	Pending	Fidelis Consultants, LLC
ME MEDICARE ENROLL 	U.S. Federal	6438435	Registered	Kellogg Insurance Marketing, LLC
QUEEN OF THE BUNDLE	U.S. Federal	6412072	Registered	Senior Security Benefits, LLC
WINNERS LIST	U.S. Federal	5355670	Registered	Wealth Management Nebraska, LLC
ADVISERIGHT	U.S. Federal	6404730	Registered	Western Marketing Associates, LLC
	U.S. Federal	(90397717)	Pending	Golden Years Design Benefits, LLC
ORG ONE RESOURCE GROUP 	U.S. Federal	(97114610)	Pending	One Resource Group, LLC
SPOUSE IN THE HOUSE	U.S. Federal	(97075180)	Pending	Senior Security Benefits, LLC