

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM726205

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	INTELLECTUAL PROPERTY SECURITY AGREEMENT		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
MFOUR MOBILE RESEARCH, INC.		05/02/2022	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ESPRESSO CAPITAL LTD.		
<b>Street Address:</b>	300-8 KING STREET EAST		
<b>City:</b>	TORONTO		
<b>State/Country:</b>	CANADA		
<b>Postal Code:</b>	M5C1B5		
<b>Entity Type:</b>	Limited Company: CANADA		
<b>PROPERTY NUMBERS Total: 25</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6253176	BEHAVIOR-DRIVEN RESEARCH	
<b>Registration Number:</b>	6243092		
<b>Registration Number:</b>	6243091		
<b>Registration Number:</b>	6243090	MFOUR	
<b>Registration Number:</b>	6207667	BEHAVIOR-DRIVEN INTELLIGENCE	
<b>Registration Number:</b>	6207666	BEHAVIOR-DRIVEN INSIGHTS	
<b>Registration Number:</b>	5194770	MFOURDIY	
<b>Registration Number:</b>	4715618	MOBILE INSIGHTS IN REAL TIME	
<b>Registration Number:</b>	4991511	ADMATCH MOBILE	
<b>Registration Number:</b>	4913010	MEDIAMATCH 360°	
<b>Registration Number:</b>	4912977	CSAT 360	
<b>Registration Number:</b>	4477223	MFOUR MOBILE RESEARCH	
<b>Registration Number:</b>	4388177	GEOVALIDATION	
<b>Registration Number:</b>	4361059	BE HEARD. GET PAID.	
<b>Registration Number:</b>	4349995	POINT OF EMOTION	
<b>Registration Number:</b>	4349994	GEONOTIFICATION	
<b>Registration Number:</b>	4349993	GEOINTENSITY	
<b>Registration Number:</b>	4172975	SURVEYS ON THE GO	
<b>Serial Number:</b>	97027689	OMNICHANNEL INTELLIGENCE	

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Property Type	Number	Word Mark
Serial Number:	90591196	ATLAS CONSUMER
Serial Number:	90489775	OMNITRAFFIC
Serial Number:	90431382	FAIR TRADE DATA
Serial Number:	90635803	IMPULSE RESEARCH
Serial Number:	90613067	OOH BENCHMARKS BY MFOUR
Serial Number:	90612975	ATLAS STUDIO

**CORRESPONDENCE DATA**

**Fax Number:**

*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.*

**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

<b>NAME OF SUBMITTER:</b>	LEE ANN DILLON
<b>SIGNATURE:</b>	/LEE ANN DILLON/
<b>DATE SIGNED:</b>	05/06/2022

**Total Attachments: 7**  
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## INTELLECTUAL PROPERTY SECURITY AGREEMENT

**THIS INTELLECTUAL PROPERTY AGREEMENT** dated with effect May 2, 2022 (“**Agreement**”), between **MFOUR MOBILE RESEARCH, INC. (“Borrower”)**, with and for the benefit of **ESPRESSO CAPITAL LTD. (“Espresso”)** as administrative and collateral agent on behalf the Lender (as defined in the Loan Facility and Security Agreement).

**WHEREAS**, pursuant to the Loan Facility and Security Agreement between Borrower , Espresso and the Lender dated May 2, 2022, as amended, modified, restated, or replaced from time to time, (the “**Loan Facility and Security Agreement**”), Espresso has agreed to provide Borrower with certain financings,

**AND WHEREAS**, Borrower as security for its Obligations under the Loan Facility and Security 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 Facility and Security 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 Facility and Security 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 Facility and Security Agreement.** The security interest granted pursuant to this Agreement is granted in conjunction with the security interest granted to Espresso pursuant to the Loan Facility and

Security 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 Facility and Security 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.

MFour Mobile Research, Inc.

DocuSigned by:  
  
 By \_\_\_\_\_  
 Rob Chrono, CFO

ACCEPTED AND AGREED at the date first above written



Espresso Capital Ltd., for itself and on behalf of the Lender

DocuSigned by:  
  
 By \_\_\_\_\_  
 Enio Lazzar, COO & CFO

**Schedule 'A'**  
**to Intellectual Property Security Agreement**

Trademarks

No.	Description	Serial Number	Registration Number
1.	OMNICHANNEL INTELLIGENCE	97/027,689 (09/14/2021)	
2.	ATLAS CONSUMER	90/591,196 (03/19/2021)	
3.	OMNITRAFFIC	90/489,775 (01/26/2021)	
4.	FAIR TRADE DATA	90/431,382 (12/30/2020)	
5.	IMPULSE RESEARCH	90/635,803 (04/09/2021)	
6.	OOH BENCHMARKS BY MFOUR	90/613,067 (03/30/2021)	
7.	ATLAS STUDIO	90/612,975 (03/30/2021)	

No.	Description	Serial Number	Registration Number
8.	BEHAVIOR-DRIVEN RESEARCH		6,253,176 (01/19/2021)
9.			6,243,092 (01/12/2021)
10.			6,243,091 (01/12/2021)
11.	MFOUR		6,243,090 (01/12/2021)
12.	BEHAVIOR-DRIVEN INTELLIGENCE		6,207,667 (11/24/2020)
13.	BEHAVIOR-DRIVEN INSIGHTS		6,207,666 (11/24/2020)
14.	MFOURDIY		5,194,770 (05/02/2017)
15.	MOBILE INSIGHTS IN REAL TIME		4,715,618 (04/07/2015)

No.	Description	Serial Number	Registration Number
16.	ADMATCH MOBILE		4,991,511 (07/05/2016)
17.	MEDIAMATCH 360°		4,913,010 (03/08/2016)
18.	CSAT 360		4,912,977 (03/08/2016)
19.	MFOUR MOBILE RESEARCH		4,477,223 (02/04/2014)
20.	GEOVALIDATION		4,388,177 (08/20/2013)
21.	BE HEARD. GET PAID.		4,361,059 (07/02/2013)
22.	POINT OF EMOTION		4,349,995 (06/11/2013)
23.	GEONOTIFICATION		4,349,994 (06/11/2013)

No.	Description	Serial Number	Registration Number
24.	GEOINTENSITY		4,349,993 (06/11/2013)
25.	SURVEYS ON THE GO		4,172,975 (07/10/2012)



Patents

No.	Description	Application Number	Registration Number
1.	Selecting Target Respondents for a Survey Based on Application Data of Mobile Devices	13/865,824 (04/18/2013)	