

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM745053

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
NSM Insurance Group, LLC		08/01/2022	Limited Liability Company: DELAWARE
JC Taylor Insurance, LLC		08/01/2022	Limited Liability Company: DELAWARE
Cleveland Holdings LLC		08/01/2022	Limited Liability Company: OHIO

RECEIVING PARTY DATA

Name:	JPMorgan Chase Bank, N.A., as Collateral Agent
Street Address:	10 S. Dearborn Street
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60603
Entity Type:	National Banking Association: UNITED STATES

PROPERTY NUMBERS Total: 24

Property Type	Number	Word Mark
Registration Number:	2063475	AMBUPRO
Registration Number:	6650059	A AMERICAN COLLECTORS INSURANCE
Registration Number:	6650058	A AMERICAN COLLECTORS INSURANCE
Registration Number:	1768863	AMERICAN COLLECTORS INSURANCE, INC.
Registration Number:	6521925	BUILD SUCCESS.
Registration Number:	6063084	C CARE PROVIDERS INSURANCE SERVICES
Registration Number:	6501194	DRIVEN TO PERFORM
Registration Number:	3355409	HEACOCK CLASSIC
Registration Number:	6283025	NSM INSURANCE GROUP
Registration Number:	6403099	NSM INSURANCE GROUP
Registration Number:	6600844	PROTECT YOUR PASSION
Registration Number:	4124347	CONDON SKELLY WE INSURE YOUR FUN
Registration Number:	4224967	EMBRACE
Registration Number:	4344467	WELLNESS REWARDS
Registration Number:	5702938	WELLNESS REWARDS

CH \$615.00 2063475

Property Type	Number	Word Mark
Registration Number:	5703348	THE WATER BOWL
Registration Number:	5743932	MYEMBRACE
Registration Number:	4344468	HEALTHY PET DEDUCTIBLE
Registration Number:	5702944	HEALTHY PET DEDUCTIBLE
Registration Number:	5703430	EMBRACE360
Registration Number:	6217681	PAWSUPPORT
Registration Number:	2571139	J.C. TAYLOR
Registration Number:	4213267	J.C. TAYLOR INSURANCE
Serial Number:	97226771	PROTECTING HISTORY

CORRESPONDENCE DATA

Fax Number: 2028357586

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: 202-835-7500

Email: dcip@milbank.com

Correspondent Name: Javier J. Ramos

Address Line 1: 1850 K Street, NW, Suite 1100

Address Line 2: Milbank, LLP

Address Line 4: Washington, D.C. 20006

ATTORNEY DOCKET NUMBER:	44378.00029
NAME OF SUBMITTER:	Javier J. Ramos
SIGNATURE:	/Javier J. Ramos/
DATE SIGNED:	08/01/2022

Total Attachments: 12

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This **INTELLECTUAL PROPERTY SECURITY AGREEMENT** (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “IP Security Agreement”), dated August 1, 2022, is among the Persons listed on the signature pages hereof (collectively, the “Grantors”) and JPMorgan Chase Bank, N.A. (“JPM”), as collateral agent (in such capacity, together with any successor collateral agent, the “Collateral Agent”) for the Secured Parties (as defined in the Credit Agreement referred to below).

WHEREAS, Riser Merger Sub, Inc., a Delaware corporation (the “Borrower”), Riser Midco, Inc., a Delaware corporation (“Holdings”), each lender from time to time party thereto, each L/C Issuer party thereto and JPM, as Administrative Agent and Collateral Agent, have entered into the Credit Agreement, dated as of August 1, 2022 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “Credit Agreement”). Capitalized terms defined in the Credit Agreement or in the Security Agreement (as defined below) and not otherwise defined herein are used herein as defined in the Credit Agreement or the Security Agreement, as the case may be (and in the event of a conflict, the applicable definition shall be the one given to such term in the Security Agreement).

WHEREAS, as a condition precedent to the making of the Loans by the Lenders from time to time and the issuance of Letters of Credit by the L/C Issuers from time to time, the entry into Secured Hedge Agreements by the Hedge Banks from time to time and the entry into Secured Cash Management Agreements by the Cash Management Banks from time to time, each Grantor has executed and delivered that certain Security Agreement, dated August 1, 2022 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “Security Agreement”), among the Grantors from time to time party thereto and the Collateral Agent.

WHEREAS, under the terms of the Security Agreement, the Grantors have granted to the Collateral Agent, for the benefit of the Secured Parties, a security interest in, among other property, certain intellectual property of the Grantors, and have agreed thereunder to execute this IP Security Agreement for recording with the USPTO and/or the USCO, as applicable.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each Grantor agrees as follows:

Section 1. Grant of Security. Each Grantor hereby grants to the Collateral Agent (and its permitted successors and permitted assigns), for the benefit of the Secured Parties, a security interest in and to all of such Grantor’s right, title and interest in and to the following, whether now owned or hereafter acquired by the undersigned (the “Collateral”):

(i) all Patents, including the patents and patent applications set forth in Schedule A hereto (the “Patent Collateral”);

(ii) all Trademarks, including the trademark and service mark registrations and applications set forth in Schedule B hereto (provided that no security interest shall be granted in United States intent-to-use trademark applications prior to the filing of a “Statement of Use” pursuant to Section 1(d) of the Lanham Act or an “Amendment to Allege Use” pursuant to Section 1(c) of the Lanham Act with respect thereto, to the extent that, and solely during the period, if any, in which, the grant of a security interest therein or the assignment thereof would impair the validity or enforceability of any such intent-to-use application or any registration that issues therefrom under applicable federal law),

together, in each case, with the goodwill of the business symbolized thereby (the "Trademark Collateral");

(iii) all Copyrights, whether registered or unregistered, including, without limitation, the copyright registrations set forth in Schedule C hereto (the "Copyright Collateral");

(iv) all reissues, divisions, continuations, continuations-in-part, extensions, renewals and reexaminations of any of the foregoing, all rights corresponding thereto throughout the world and all other rights of any kind whatsoever of such Grantor accruing thereunder or pertaining thereto;

(v) any and all claims for damages and injunctive relief for past, present and future infringement, dilution, misappropriation, violation, misuse or breach with respect to any of the foregoing, with the right, but not the obligation, to sue for and collect, or otherwise recover, such damages; and

(vi) any and all proceeds of, income, royalties and other payments now or hereafter due and payable with respect to, any and all of the Collateral of or arising from any of the foregoing;

provided that notwithstanding anything to the contrary contained in the foregoing clauses (i) through (vi), the security interest created hereby shall not extend to, and the term "Collateral" shall not include, any Excluded Property.

Section 2. Security for Obligations. Subject to the terms of the Security Agreement and Credit Agreement, the grant of a security interest in the Collateral by each Grantor under this IP Security Agreement secures the payment of all Secured Obligations of such Grantor now or hereafter existing under or in respect of the Secured Documents (as such Secured Documents may be amended, restated, amended and restated, supplemented, replaced, refinanced or otherwise modified from time to time (including any increases of the principal amount outstanding thereunder)). Without limiting the generality of the foregoing, this IP Security Agreement secures, as to each Grantor, the payment of all amounts that constitute part of the Secured Obligations that would be owed by such Grantor to any Secured Party under the Secured Documents but for the fact that they are unenforceable or not allowable due to the existence of a bankruptcy, or reorganization or similar proceeding involving a Loan Party.

Section 3. Recordation. Each Grantor authorizes and requests that the Register of Copyrights, the Commissioner for Patents and the Commissioner for Trademarks record this IP Security Agreement.

Section 4. Execution in Counterparts. This IP Security Agreement may be executed in any number of counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Delivery of an executed counterpart of a signature page to this IP Security Agreement by telecopier or in .pdf or similar format by electronic mail shall be effective as delivery of an original executed counterpart of this IP Security Agreement.

Section 5. Grants, Rights and Remedies. This IP Security Agreement has been entered into in conjunction with the provisions of the Security Agreement. Each Grantor does hereby acknowledge and confirm that the grant of the security interest hereunder to, and the rights and remedies of, the Collateral Agent with respect to the Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated herein by reference as if fully set forth herein. In the event of any

conflict between the terms of this IP Security Agreement and the terms of the Security Agreement, the terms of the Security Agreement shall govern.

Section 6. Governing Law; Jurisdiction; Etc.

(a) THIS IP SECURITY AGREEMENT SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAW OF THE STATE OF NEW YORK WITHOUT GIVING EFFECT TO THE CONFLICTS OF LAWS PRINCIPLES THEREOF, BUT INCLUDING SECTION 5-1401 OF THE NEW YORK GENERAL OBLIGATIONS LAW.

(b) EACH PARTY HERETO IRREVOCABLY AND UNCONDITIONALLY SUBMITS, FOR ITSELF AND ITS PROPERTY, TO THE EXCLUSIVE JURISDICTION OF THE COURTS OF THE STATE OF NEW YORK SITTING IN NEW YORK CITY IN THE BOROUGH OF MANHATTAN AND OF THE UNITED STATES DISTRICT COURT FOR THE SOUTHERN DISTRICT OF NEW YORK SITTING IN THE BOROUGH OF MANHATTAN, AND ANY APPELLATE COURT FROM ANY THEREOF, IN ANY SUIT, ACTION OR PROCEEDING ARISING OUT OF OR RELATING TO THIS IP SECURITY AGREEMENT, OR FOR RECOGNITION OR ENFORCEMENT OF ANY JUDGMENT, AND EACH OF THE PARTIES HERETO IRREVOCABLY AND UNCONDITIONALLY AGREES THAT ALL CLAIMS IN RESPECT OF ANY SUCH ACTION OR PROCEEDING MAY BE HEARD AND DETERMINED IN SUCH NEW YORK STATE COURT OR, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, IN SUCH FEDERAL COURT. EACH OF THE PARTIES HERETO AGREES THAT A FINAL JUDGMENT IN ANY SUCH ACTION OR PROCEEDING SHALL BE CONCLUSIVE AND MAY BE ENFORCED IN OTHER JURISDICTIONS BY SUIT ON THE JUDGMENT OR IN ANY OTHER MANNER PROVIDED BY LAW. NOTHING IN THIS IP SECURITY AGREEMENT SHALL AFFECT ANY RIGHT THAT THE COLLATERAL AGENT, ANY LENDER OR ANY L/C ISSUER MAY OTHERWISE HAVE TO BRING ANY ACTION OR PROCEEDING RELATING TO THIS IP SECURITY AGREEMENT OR THE RECOGNITION OR ENFORCEMENT OF ANY JUDGMENT AGAINST ANY LOAN PARTY OR ITS PROPERTIES IN THE COURTS OF ANY JURISDICTION.

(c) EACH PARTY HERETO IRREVOCABLY AND UNCONDITIONALLY WAIVES, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, ANY OBJECTION THAT IT MAY NOW OR HEREAFTER HAVE TO THE LAYING OF VENUE OF ANY SUIT, ACTION OR PROCEEDING ARISING OUT OF OR RELATING TO THIS IP SECURITY AGREEMENT IN ANY COURT REFERRED TO IN CLAUSE (b) OF THIS SECTION 6. EACH OF THE PARTIES HERETO HEREBY IRREVOCABLY WAIVES, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, THE DEFENSE OF AN INCONVENIENT FORUM TO THE MAINTENANCE OF SUCH ACTION OR PROCEEDING IN ANY SUCH COURT.

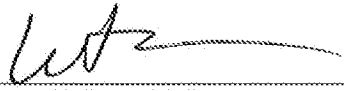
(d) EACH PARTY HERETO IRREVOCABLY CONSENTS TO SERVICE OF PROCESS IN THE MANNER PROVIDED FOR NOTICES IN SECTION 10.02 OF THE CREDIT AGREEMENT. NOTHING IN THIS IP SECURITY AGREEMENT WILL AFFECT THE RIGHT OF ANY PARTY HERETO TO SERVE PROCESS IN ANY OTHER MANNER PERMITTED BY APPLICABLE LAW.

(e) EACH PARTY TO THIS IP SECURITY AGREEMENT HEREBY EXPRESSLY WAIVES ANY RIGHT TO TRIAL BY JURY OF ANY CLAIM, DEMAND, ACTION OR CAUSE OF ACTION ARISING UNDER THIS IP SECURITY AGREEMENT OR IN ANY WAY

CONNECTED WITH OR RELATED OR INCIDENTAL TO THE DEALINGS OF THE PARTIES HERETO OR ANY OF THEM WITH RESPECT TO THIS IP SECURITY AGREEMENT, OR THE TRANSACTIONS RELATED THERETO, IN EACH CASE WHETHER NOW EXISTING OR HEREAFTER ARISING, AND WHETHER FOUNDED IN CONTRACT OR TORT OR OTHERWISE; AND EACH PARTY HEREBY AGREES AND CONSENTS THAT ANY SUCH CLAIM, DEMAND, ACTION OR CAUSE OF ACTION SHALL BE DECIDED BY COURT TRIAL WITHOUT A JURY, AND THAT ANY PARTY TO THIS IP SECURITY AGREEMENT MAY FILE AN ORIGINAL COUNTERPART OR A COPY OF THIS SECTION 6(e) OR SECTION 10.17 OF THE CREDIT AGREEMENT WITH ANY COURT AS WRITTEN EVIDENCE OF THE CONSENT OF THE SIGNATORIES HERETO TO THE WAIVER OF THEIR RIGHT TO TRIAL BY JURY.

IN WITNESS WHEREOF, the Grantor and the Collateral Agent have caused this IP Security Agreement to be duly executed and delivered by its officer thereunto duly authorized as of the date first written above.

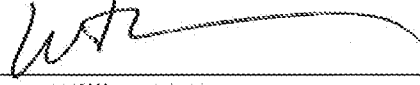
NSM INSURANCE GROUP, LLC

By: 
Name: William McKernan
Title: President

[Signature Page to Project Riser Intellectual Property Security Agreement]

TRADEMARK
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JC TAYLOR INSURANCE, LLC

By: 

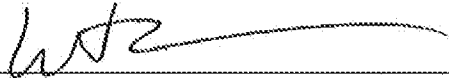
Name: William McKernan

Title: President

[Signature Page to Project Riser Intellectual Property Security Agreement]

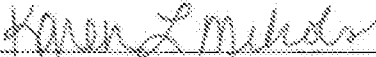
TRADEMARK
REEL: 007808 FRAME: 0236

CLEVERLAND HOLDINGS LLC

By: 
Name: William McKernan
Title: President

[Signature Page to Project Riser Intellectual Property Security Agreement]

JPMORGAN CHASE BANK, N.A.,
as Collateral Agent

By: 
Name: Karen L. Mikols
Title: Authorized Officer

[Signature Page to Intellectual Property Security Agreement]

TRADEMARK
REEL: 007808 FRAME: 0238

Schedule A

Patents and Patent Applications

Title	Patent Number	Issue Date	App. No	App. Date	Owner
Method and System for Validating Data Integrity	9,411,835	8/9/2016	13948754	7/23/2013	JC Taylor Insurance, LLC

Schedule B

Trademarks and Trademark Applications

Trademark	Reg. Number	Reg. Date	App. No	App. Date	Owner
AMBUPRO	2063475	5/20/1997	7513994 4	7/25/199 6	NSM Insurance Group, LLC
AMERICAN COLLECTORS INSURANCE & Design	6650059	2/22/2022	9038691 7	12/16/20 20	NSM Insurance Group, LLC
AMERICAN COLLECTORS INSURANCE & Design	6650058	2/22/2022	9038691 6	12/16/20 20	NSM Insurance Group, LLC
AMERICAN COLLECTORS INSURANCE, INC. & Flying Eagle Design	1768863	5/4/1993	7424512 4	2/10/199 2	NSM Insurance Group, LLC
BUILD SUCCESS.	6521925	10/12/202 1	9006736 8	7/22/202 0	NSM Insurance Group, LLC
C CARE PROVIDERS INSURANCE SERVICES (stylized)	6063084	5/26/2020	8863430 7	9/27/201 9	NSM Insurance Group, LLC
DRIVEN TO PERFORM	6501194	9/28/2021	9038692 1	12/16/20 20	NSM Insurance Group, LLC
HEACOCK CLASSIC & Design	3355409	12/18/200 7	7713992 4	3/26/200 7	NSM Insurance Group, LLC
NSM INSURANCE GROUP	6283025	3/2/2021	9012677 5	8/20/202 0	NSM Insurance Group, LLC
NSM INSURANCE GROUP Logo	6403099	6/29/2021	9024853 6	10/12/20 21	NSM Insurance Group, LLC
PROTECT YOUR PASSION	6600844	12/28/202 1	9038691 9	12/16/20 20	NSM Insurance Group, LLC
CONDON SKELLY WE INSURE YOUR FUN & Design	4124347	4/10/2012	8527326 6	3/22/201 1	Norman Spencer McKernan, Inc. DBA NSM Insurance Group, LLC
Protecting History	--	--	9722677 1	1/19/202 2	JC Taylor Insurance, LLC
Embrace	4224967	10/16/201 2	8554598 4	2/17/201 2	Cleveland Holdings LLC
Wellness rewards	4344467	5/28/2013	8571999 5	9/4/2012	Cleveland Holdings LLC
Wellness rewards	5702938	3/19/2019	8807009 7	8/8/2018	Cleveland Holdings LLC
The Water Bowl	5703348	3/19/2019	8810570 2	3/19/201 9	Cleveland Holdings LLC
MyEmbrace	5743932	5/7/2019	8807015 2	8/8/2018	Cleveland Holdings LLC
Healthy Pet Deductible	4344468	5/28/2013	8572000 3	9/4/2012	Cleveland Holdings LLC
Healthy Pet Deductible	5702944	3/19/2019	8807017 6	8/8/2018	Cleveland Holdings LLC
Embrace360	5703430	3/19/2019	8816984 1	10/25/20 18	Cleveland Holdings LLC

PAWSUPPORT	6217681	12/8/2020	8850916 5	7/11/201 9	Cleverland Holdings LLC
J.C. TAYLOR	2571139	5/21/2002	7617380 1	12/1/200 0	JC Taylor Insurance, LLC
J.C. TAYLOR INSURANCE	4213267	9/25/2012	8552507 9	1/25/201 2	JC Taylor Insurance, LLC

Schedule C
Copyrights

None.