

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM761517

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Extreme Reach, Inc.		10/17/2022	Corporation: DELAWARE
Extreme Reach Talent, Inc.		10/17/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Cerberus Business Finance Agency, LLC		
Street Address:	875 Third Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	5150682	ALTOGETHER NOW	
Registration Number:	3631362	CONNECT AND SIMPLIFY	
Registration Number:	5279394		
Serial Number:	97162324	EXTREME REACH	
Registration Number:	3635026	EXTREME REACH	
Registration Number:	3492462	EXTREME RELEVANCE	
Registration Number:	2784651	PATHFIRE	
Registration Number:	2632819	PATHFIRE	
Registration Number:	2737799	PATHFIRE ENABLING DIGITAL MEDIA	
Registration Number:	2949097		
Registration Number:	2949098	TALENT PARTNERS	
Registration Number:	4966672	TALENT & RIGHTS USAGE SAFETY TRACKING TA	
Registration Number:	1712083	TALENT PARTNERS	
Registration Number:	5146837	TRUST TAG	
Registration Number:	5106904	VIDEO ASSET CLOUD	
CORRESPONDENCE DATA			
Fax Number:	2125935955		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			
TRADEMARK			

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using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 212-756-2132
Email: scott.kareff@srz.com
Correspondent Name: S. Kareff c/o Schulte Roth & Zabel LLP
Address Line 1: 919 Third Avenue
Address Line 2: 25th Floor
Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Scott Kareff (014951-2139)
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SIGNATURE:	/EC FOR SK/
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DATE SIGNED:	10/17/2022
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Total Attachments: 5

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GRANT OF A SECURITY INTEREST -- TRADEMARKS

This Trademark Security Agreement (this "Trademark Security Agreement") is made as of October 17, 2022, by Extreme Reach, Inc. and Extreme Reach Talent, Inc. (each a "Grantor" and collectively, the "Grantors"), in favor of Cerberus Business Finance Agency, LLC, in its capacity as collateral agent for itself and the other Secured Parties (together with its successors and permitted assigns in such capacity, "Grantee").

WHEREAS, each Grantor has entered into a Pledge and Security Agreement, dated October 17, 2022 (as amended, restated, amended and restated, supplemented, modified or otherwise changed from time to time, the "Security Agreement"), in favor of Grantee; and

WHEREAS, pursuant to the Security Agreement, each Grantor has granted to the Grantee for the benefit of the Secured Parties (as defined in the Security Agreement), a continuing security interest in all right, title and interest of each Grantor in, to and under the trademarks and service marks listed on the attached Schedule A (excluding, for clarity, any intent-to-use trademark applications for which an amendment to allege use or statement of use has not been filed under 15 U.S.C. § 1051(c) or 15 U.S.C. § 1051(d), respectively, or if filed, has not been deemed in conformance with 15 U.S.C. § 1051(a) or examined and accepted, respectively, by the United States Patent and Trademark Office), which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office or the Canadian Intellectual Property Office (the "Trademarks"), together with, among other things, the goodwill of the business symbolized by the Trademarks and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (the "Collateral"), to secure the payment, performance and observance of the Secured Obligations (as defined in the Security Agreement).

NOW, THEREFORE, as collateral security for the payment, performance and observance of all of the Secured Obligations, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each Grantor does hereby pledge and grant to the Grantee for the benefit of the Grantee and Secured Parties, a continuing security interest in the Collateral (other than, to the extent provided in the Security Agreement, any Excluded Property).

All capitalized terms used but not otherwise defined herein have the respective meanings given to them in the Security Agreement.

Each Grantor does hereby further acknowledge and affirm that the rights and remedies of the Grantee with respect to the Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein. In the event of any conflict between the terms of this Trademark Security Agreement and the terms of the Security Agreement, the Security Agreement shall control.

This Trademark Security Agreement may be executed in any number of counterparts and by different parties in separate counterparts, each of which 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 by telefacsimile or electronic mail shall be equally effective as delivery of an original executed counterpart. Any party delivering an executed counterpart of this

Agreement by telefacsimile or electronic mail also shall deliver an original executed counterpart of this Agreement but the failure to deliver an original executed counterpart shall not affect the validity, enforceability, and binding effect of this Agreement.

[Remainder of page intentionally left blank]

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

EXTREME REACH, INC.

By: 

Name: Timothy A. Conley
Title: President, Chief Executive Officer and Secretary

EXTREME REACH TALENT, INC.

By: 

Name: Timothy A. Conley
Title: President and Chief Executive Officer

SCHEDULE A TO GRANT OF A SECURITY INTEREST - TRADEMARKS

Mark	Jurisdiction	Serial No. Filing Date	Reg No. Reg Date	Status	Current Owner of Record
ADBEAST	Canada	1108353 04-JUL- 2001	TMA586202 30-JUL-2003	Registered	Extreme Reach Canada ULC
ALTOGETHER NOW	U.S. Federal	87104648 14-JUL- 2016	5150682 28-FEB- 2017	Registered	EXTREME REACH, INC.
ARTISTAT	Canada	1237932 19-NOV- 2004	TMA730278 08-DEC- 2008	Registered	Extreme Reach Canada ULC
ARTISTAT PRE- MEDIA	Canada	1237933 19-NOV- 2004	TMA730832 11-DEC- 2008	Registered	Extreme Reach Canada ULC
CONNECT AND SIMPLIFY	U.S. Federal	77643734 06-JAN- 2009	3631362 02-JUN- 2009	Registered	Extreme Reach, Inc. ¹
Design Only	U.S. Federal	87111567 21-JUL- 2016	5279394 05-SEP-2017	Registered	Extreme Reach Inc. ²
EFFICIENCY THROUGH INTEGRATION	Canada	1443010 26-JUN- 2009	TMA769763 16-JUN- 2010	Registered	Extreme Reach Canada ULC
EXTREME REACH	U.S. Federal	97162324 08-DEC- 2021		Pending	Extreme Reach, Inc.
EXTREME REACH	U.S. Federal	77609402 06-NOV- 2008	3635026 09-JUN- 2009	Registered	Extreme Reach, Inc. ³
EXTREME REACH	Canada	2165746 28-DEC- 2021		Formalized (Pending)	Extreme Reach, Inc.
EXTREME RELEVANCE	U.S. Federal	77384435 30-JAN- 2008	3492462 26-AUG- 2008	Registered	Extreme Reach, Inc.

¹ Records will be updated post-closing to reflect correct name.

² Records will be updated post-closing to reflect correct name.

³ Records will be updated post-closing to reflect correct name.

Mark	Jurisdiction	Serial No. Filing Date	Reg No. Reg Date	Status	Current Owner of Record
MIJO	Canada	1443011 26-JUN- 2009	TMA773487 02-AUG- 2010	Registered	Extreme Reach Canada ULC
MIJO COMPREHENSIVE & Design	Canada	1268885 17-AUG- 2005	TMA745582 18-AUG- 2009	Registered	Extreme Reach Canada ULC
PATHFIRE	U.S. Federal	76195644 17-JAN- 2001	2784651 18-NOV- 2003	Registered	Extreme Reach, Inc.
PATHFIRE	U.S. Federal	76133807 22-SEP- 2000	2632819 08-OCT- 2002	Registered	Extreme Reach, Inc.
PATHFIRE ENABLING DIGITAL MEDIA	U.S. Federal	76195486 17-JAN- 2001	2737799 15-JUL-2003	Registered	Extreme Reach, Inc.
STAR DESIGN	U.S. Federal	76492603 25-FEB- 2003	2949097 10-MAY- 2005	Registered	Extreme Reach Talent, Inc.
TALENT PARTNERS	Canada	0675019 01-FEB- 1991	TMA431360 05-AUG- 1994	Registered	Talent Partners (A Partnership) ⁴
TALENT PARTNERS & Star Design	U.S. Federal	76492604 25-FEB- 2003	2949098 10-MAY- 2005	Registered	Extreme Reach Talent, Inc.
TALENT & RIGHTS USAGE SAFETY TRACKING TAG	U.S. Federal	86835401 01-DEC- 2015	4966672 24-MAY- 2016	Registered	Extreme Reach, Inc.
TALENT PARTNERS	U.S. Federal	74095207 10-SEP- 1990	1712083 01-SEP-1992	Registered	Extreme Reach Talent, Inc.
TRUST TAG	U.S. Federal	87204193 14-OCT- 2016	5146837 21-FEB- 2017	Registered	Extreme Reach, Inc.
VIDEO ASSET CLOUD	U.S. Federal	87196816 07-OCT- 2016	5106904 20-DEC- 2016	Registered	Extreme Reach, Inc.

⁴ Records will be updated post-closing to reflect correct name.