

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM769841

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
RB Buyer I, LLC		11/23/2022	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	RGA Reinsurance Company		
<b>Street Address:</b>	1660 Swingley Ridge Road		
<b>City:</b>	Chesterfield		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63017		
<b>Entity Type:</b>	Corporation: MISSOURI		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	97377030	RETAIL BLOOM	
<b>Serial Number:</b>	87308138	SELLERSIGHT	
<b>Serial Number:</b>	87308133	FEEDSIGHT	
<b>Serial Number:</b>	85842565	BLUE WHEEL MEDIA	
<b>Serial Number:</b>	87525617	BLUE WHEEL MEDIA	
<b>Serial Number:</b>	87525474		
<b>Serial Number:</b>	97604597	STOCKROOM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	8004945225		
<b>Email:</b>	ipteam@cogencyglobal.com		
<b>Correspondent Name:</b>	Kyle Noreiga		
<b>Address Line 1:</b>	1025 Connecticut Ave., NW, STE. 712		
<b>Address Line 4:</b>	WASHINGTON, D.C. 20036		
<b>ATTORNEY DOCKET NUMBER:</b>	1839271		
<b>NAME OF SUBMITTER:</b>	Jolene Beaty		
<b>SIGNATURE:</b>	/Jolene Beaty/		

OP \$190.00 97377030

<b>DATE SIGNED:</b>	11/23/2022
<b>Total Attachments: 5</b> source=RGA_Retail Bloom Blue Wheel - Trademark Security Agreement#page1.tif source=RGA_Retail Bloom Blue Wheel - Trademark Security Agreement#page2.tif source=RGA_Retail Bloom Blue Wheel - Trademark Security Agreement#page3.tif source=RGA_Retail Bloom Blue Wheel - Trademark Security Agreement#page4.tif source=RGA_Retail Bloom Blue Wheel - Trademark Security Agreement#page5.tif	

## TRADEMARK SECURITY AGREEMENT

This **TRADEMARK SECURITY AGREEMENT**, dated as of November 23, 2022, is made by **RB BUYER I, LLC**, a Delaware limited liability company (the “Grantor”), in favor of **RGA REINSURANCE COMPANY** (“RGA”), as agent (in such capacity, together with its successors and permitted assigns, “Agent”) for all Lenders (as defined in the Credit Agreement referred to below).

### WITNESSETH:

**WHEREAS**, pursuant to the Credit Agreement, dated as of November 23, 2022 (as the same may be amended, restated, supplemented or otherwise modified from time to time, the “Credit Agreement”), by and among RB INTERMEDIATE HOLDINGS, LLC, a Delaware limited liability company, Grantor, the other Loan Parties (as defined in the Credit Agreement) party thereto, the Lenders from time to time party thereto, and Agent, Lenders have agreed to make extensions of credit to the Borrowers (as defined in the Credit Agreement) upon the terms and subject to the conditions set forth therein;

**WHEREAS**, the Grantor has granted, pursuant to a Guarantee and Collateral Agreement, dated as of November 23, 2022, by the Grantor and the other Loan Parties in favor of Agent (as such agreement may be amended, restated, supplemented or otherwise modified from time to time, the “Guarantee and Collateral Agreement”), to Agent a security interest in all of the Grantor’s Intellectual Property (as defined therein) other than Excluded Property (as defined therein); and

**WHEREAS**, the Grantor is required to execute and deliver this Trademark Security Agreement in furtherance of such grant;

**NOW, THEREFORE**, in consideration of the premises and to induce Agent and Lenders to enter into the Credit Agreement and to induce the Lenders to make their respective extensions of credit to the Borrower thereunder, the Grantor hereby agrees with Agent as follows:

Section 1. Defined Terms. Capitalized terms used herein without definition are used as defined in the Guarantee and Collateral Agreement.

Section 2. Grant of Security Interest in Trademark Collateral. The Grantor, as collateral security for the prompt and complete payment and performance when due (whether at stated maturity, by acceleration or otherwise) of the Secured Obligations, hereby mortgages, pledges and hypothecates to Agent for the ratable benefit of Lenders, and grants to Agent for the ratable benefit of Lenders a Lien on and security interest in, all of its right, title and interest in, to and under the following Collateral of the Grantor, provided that the Trademark Collateral shall not include the Excluded Property (the “Trademark Collateral”):

- (a) all of its Trademarks providing for the grant by or to the Grantor of any right to use any Trademark, including, without limitation, those referred to on Schedule 1 hereto;
- (b) all registrations and recordings thereof, and all applications in connection therewith;
- (c) all goodwill of the business connected with the use of, and symbolized by, each such Trademark; and

(d) 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.

Section 3.      Guarantee and Collateral Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to Agent pursuant to the Guarantee and Collateral Agreement and the Grantor and Agent hereby acknowledge and agree that the rights and remedies of Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Guarantee and Collateral Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

Section 4.      Grantor Remains Liable. The Grantor hereby agrees that, anything herein to the contrary notwithstanding, the Grantor shall assume full and complete responsibility for the prosecution, defense, enforcement or any other necessary or desirable actions in connection with its Trademark Collateral.

Section 5.      Counterparts. This Trademark Security Agreement may be executed in any number of counterparts and by different parties on separate counterparts, and each such counterpart shall be deemed to be an original, but all such counterparts shall together constitute but one and the same agreement. Signature pages may be detached from multiple separate counterparts and attached to a single counterpart.

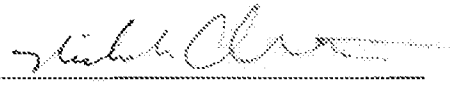
Section 6.      Governing Law. THIS AGREEMENT SHALL BE A CONTRACT MADE UNDER AND GOVERNED BY THE INTERNAL LAWS OF THE STATE OF NEW YORK APPLICABLE TO CONTRACTS MADE AND TO BE PERFORMED ENTIRELY WITHIN SUCH STATE, WITHOUT REGARD TO CONFLICT OF LAWS PRINCIPLES.

*[SIGNATURE PAGES FOLLOW]*

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

Very truly yours,

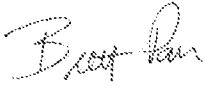
**RB BUYER I, LLC**, a Delaware  
limited liability company,  
as Grantor

By:   
Name: Nicholas Christopher  
Title: Vice President & Treasurer

**ACCEPTED AND AGREED**

as of the date first written above:

**RGA REINSURANCE COMPANY**, as Agent


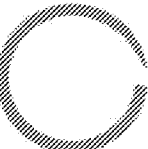
By:  \_\_\_\_\_

Name: Brett Parr

Title: Managing Director, Private  
Debt & Equity Investments

**SCHEDULE 1  
TO  
TRADEMARK SECURITY AGREEMENT**

**Trademarks:**

Grantor	Trademark	Jurisdiction	Trademark Application Number	Trademark Registration Number	Date of Application	Date of Registration
RB Buyer I, LLC	RETAIL BLOOM	U.S.	97377030	N/A	April 22, 2022	N/A
RB Buyer I, LLC	SELLERSIGHT	U.S.	87308138	5581473	January 20, 2017	October 9, 2018
RB Buyer I, LLC	FEEDSIGHT	U.S.	87308133	5692300	January 20, 2017	March 5, 2019
RB Buyer I, LLC	BLUE WHEEL MEDIA	U.S.	85842565	4413951	February 6, 2013	October 8, 2013
RB Buyer I, LLC	BLUE WHEEL MEDIA and Design	U.S.	87525617	5563616	July 12, 2017	September 18, 2018
RB Buyer I, LLC	Design Only 	U.S.	87525474	5494163	July 12, 2017	June 12, 2018
RB Buyer I, LLC						
RB Buyer I, LLC	"STOCKROOM" U.S.	U.S.	97604597	N/A	September 23, 2022	N/A