

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM768463

<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>
MARKET PLANNING SOLUTIONS INC.		11/17/2022	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ALTER DOMUS TRUSTEES (UK) LIMITED		
<b>Street Address:</b>	18 ST. SWITHIN'S LANE		
<b>City:</b>	London		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	EC4N 8AD		
<b>Entity Type:</b>	Limited Corporation: ENGLAND		
<b>PROPERTY NUMBERS Total: 10</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2645693	LOCATIONXPRT	
<b>Registration Number:</b>	1296845	MPSI	
<b>Registration Number:</b>	2647500	PRICE ZONES	
<b>Registration Number:</b>	3671683	PRICE ZONES	
<b>Registration Number:</b>	5199588	PRICE ZONES	
<b>Registration Number:</b>	2642004	PRICEIT PRO	
<b>Registration Number:</b>	3621127	PRICETRACKER	
<b>Registration Number:</b>	2694369	RETAIL EXPLORER	
<b>Registration Number:</b>	3376899	SITEMETRIX	
<b>Registration Number:</b>	2413669	TRAFFICMETRIX	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2028874288		
<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>	2028874000		
<b>Email:</b>	mbeyene@akingump.com, DC_IPDocketing@AKINGUMP.com		
<b>Correspondent Name:</b>	Mussie B Beyene		
<b>Address Line 1:</b>	2001 K Street N.W.		
<b>Address Line 4:</b>	Washington DC, D.C. 20006		

CH \$265.00 2645693

<b>ATTORNEY DOCKET NUMBER:</b>	694484-0227
<b>NAME OF SUBMITTER:</b>	Mussie B Beyene
<b>SIGNATURE:</b>	/Mussie B Beyene/
<b>DATE SIGNED:</b>	11/17/2022

**Total Attachments: 4**

source=Trademark Security Ag (MARKET)#page1.tif

source=Trademark Security Ag (MARKET)#page2.tif

source=Trademark Security Ag (MARKET)#page3.tif

source=Trademark Security Ag (MARKET)#page4.tif

NOTICE  
OF  
GRANT OF SECURITY INTEREST  
IN  
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Pledge and Security Agreement dated as of November 17, 2022 (as amended, modified, extended, restated, renewed, replaced, or supplemented from time to time, the "Agreement"), between, among others, Market Planning Solutions Inc., a Delaware corporation (the "Pledgor"), and Alter Domus Trustees (UK) Limited, as Security Agent (the "Security Agent") for the Secured Parties referenced therein, the undersigned Pledgor has granted a continuing security interest in and continuing lien upon the trademarks and trademark applications shown on Schedule 1 attached hereto, including all the goodwill associated therewith, to the Security Agent for the ratable benefit of the Secured Parties; provided that such continuing security interest shall not extend to any U.S. federal trademark application that was filed or is pending registration based on an intent-to-use basis under Section 1(b) of the Lanham Act, 15 U.S.C. § 1051, unless and until an acceptable Amendment to Allege Use or Statement of Use has been filed with the United States Patent and Trademark Office, provided that such applications shall automatically be included in Collateral thereafter.


The undersigned Pledgor and the Security Agent, on behalf of the Secured Parties, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (a) is subject to the terms and conditions of the Agreement and may only be terminated in accordance with the terms of said Agreement and (b) is not to be construed as an assignment of any trademark or trademark application.

IN WITNESS WHEREOF, the parties hereto have caused this Notice of Grant of Security Interest in Trademarks to be duly executed and delivered, effective as of November 17, 2022.

MARKET PLANNING SOLUTIONS INC.

DocuSigned by:  
By: Richard Laker  
Name: Richard Laker  
Title: Officer

ALTER DOMUS TRUSTEES (UK) LIMITED, as Security Agent

By:   
Name: Jordan Cooper  
Title: Authorised signatory

**Schedule 1**

**2022 Trademark Schedule**

<b>Record Owner</b>	<b>Registration Number</b>	<b>Country</b>	<b>Status</b>
Market Planning Solutions Inc.	2645693	United States of America	Registered
Market Planning Solutions Inc.	1296845	United States of America	Registered
Market Planning Solutions Inc.	2647500	United States of America	Registered
Market Planning Solutions Inc.	3671683	United States of America	Registered
Market Planning Solutions Inc.	5199588	United States of America	Registered
Market Planning Solutions Inc.	2642004	United States of America	Registered
Market Planning Solutions Inc.	3621127	United States of America	Registered
Market Planning Solutions Inc.	2694369	United States of America	Registered
Market Planning Solutions Inc.	3376899	United States of America	Registered
Market Planning Solutions Inc.	2413669	United States of America	Registered