

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM765940

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Notice of Grant of Security Interest in Trademarks		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Smith & Howard Advisory LLC		11/04/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Truist Bank, as Administrative Agent		
Street Address:	303 Peachtree Street, N.E., 25th Floor		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30308		
Entity Type:	Corporation: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3309828	WHERE PEOPLE COUNT & SERVICE MATTERS	
CORRESPONDENCE DATA			
Fax Number:	7043311159		
<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>			
Phone:	7043311000		
Email:	christinaquinn@mvalaw.com, PTO_TMconfirmation@mvalaw.com		
Correspondent Name:	Moore & Van Allen PLLC		
Address Line 1:	100 North Tryon Street		
Address Line 2:	Suite 4700		
Address Line 4:	Charlotte, NORTH CAROLINA 28202-4003		
ATTORNEY DOCKET NUMBER:	046455.000114		
NAME OF SUBMITTER:	John Slaughter		
SIGNATURE:	/john slaughter/		
DATE SIGNED:	11/04/2022		
Total Attachments: 4			
source=2022 NGSI-T from Smith & Howard Advisory LLC to Truist Bank, as AA#page1.tif			
source=2022 NGSI-T from Smith & Howard Advisory LLC to Truist Bank, as AA#page2.tif			
source=2022 NGSI-T from Smith & Howard Advisory LLC to Truist Bank, as AA#page3.tif			

OP \$40.00 3309828

NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS

Please be advised that, pursuant to that certain Security and Pledge Agreement, dated as of November 4, 2022 (as the same may be amended, restated, amended and restated, supplemented, and/or otherwise modified in writing from time to time, the "Agreement"), by and among the Obligors party thereto (each, an "Obligor"; and collectively, the "Obligors") and Truist Bank, as administrative agent for the holders of the Secured Obligations (as defined therein) (in such capacity, the "Administrative Agent"), the undersigned Obligor has granted a continuing security interest in and a right to set-off against, any and all right, title and interest of such Obligor in and to the trademarks and trademark applications set forth on Schedule I hereto to the Administrative Agent, for the benefit of the holders of the Secured Obligations.

The undersigned Obligor and the Administrative Agent, on behalf of the holders of the Secured Obligations, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications: (a) may only be terminated in accordance with the terms of the Agreement; and (b) is not to be construed as an assignment of any trademark or trademark application. This Notice of Grant of Security Interest in Trademarks (this "Notice") may be executed in counterparts (and by different parties hereto in different counterparts), each of which shall constitute an original, and all of which, when taken together, shall constitute a single contract.

[Remainder of Page Intentionally Left Blank; Signature Pages Follow]

IN WITNESS WHEREOF, each of the parties hereto have caused a counterpart of this Notice to be duly executed and delivered by its below respective duly authorized officer as of the day and year first written above, intending to create an instrument under seal.

OBLIGOR:

SMITH & HOWARD ADVISORY LLC,
A Delaware limited liability company

By: *SC.T*
Name: Sean C. Taylor
Title: Chief Executive Officer

Smith & Howard Advisory LLC
271 17th Street NW, Suite 1600,
Atlanta, GA, 30363
Attention: Sean Taylor

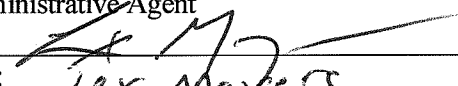
SMITH & HOWARD ADVISORY LLC
NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS

TRADEMARK
REEL: 007910 FRAME: 0986

ACKNOWLEDGED AND ACCEPTED
AS OF THE DAY AND YEAR FIRST WRITTEN ABOVE:

ADMINISTRATIVE AGENT:

TRUIST BANK,
as Administrative Agent

By:  _____

Name: Alex Mayers

Title: SVP

Truist Bank
303 Peachtree Street, N.E., 25th Floor
Atlanta, GA 30308
Attention: Portfolio Manager

SCHEDULE I
Smith & Howard Advisory LLC
(a Delaware limited liability company)
U.S. TRADEMARKS

U.S. Trademark Registration(s):

Mark	Reg. No.	Reg. Date
WHERE PEOPLE COUNT & SERVICE MATTERS	3309828	Oct. 09, 2007