

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM768913

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ENDEAVOR BUSINESS MEDIA, LLC		11/15/2022	Limited Liability Company: DELAWARE
ENDEAVOR HEALTHCARE MEDIA I, LLC		11/15/2022	Limited Liability Company: DELAWARE
ENDEAVOR HEALTHCARE MEDIA II, LLC		11/15/2022	Limited Liability Company: DELAWARE
ENDEAVOR EVENTS, LLC		11/15/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Pinnacle Bank		
Street Address:	150 THIRD AVENUE SOUTH		
Internal Address:	SUITE 900		
City:	NASHVILLE		
State/Country:	TENNESSEE		
Postal Code:	37201		
Entity Type:	Corporation: TENNESSEE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	6743035	LIGHTSPEC	
Registration Number:	2858953	AUTOMATION WORLD	
Registration Number:	2858954	AUTOMATION WORLD	
Serial Number:	97663474	MICROGRID KNOWLEDGE	
Serial Number:	97663634	WASTEWATER DIGEST	
Serial Number:	97593299	STORMWATER SOLUTIONS	
Serial Number:	97593301	STORMWATER SOLUTIONS	
Serial Number:	97593303	SUPPLY CHAIN CONNECT	
Serial Number:	97593305	3D EXCHANGE	
Serial Number:	97539507	PERSONIF.AI	
CORRESPONDENCE DATA			
Fax Number:	6152446804		

OP \$265.00 6743035

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: 615-850-8742
Email: trademarkdocket@wallerlaw.com
Correspondent Name: Julian L. Bibb IV
Address Line 1: c/o Waller Lansden Dortch & Davis, LLP
Address Line 2: 511 Union Street, Suite 2700
Address Line 4: Nashville, TENNESSEE 37219

ATTORNEY DOCKET NUMBER:	023230.22287
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NAME OF SUBMITTER:	Julian L. Bibb IV
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SIGNATURE:	/JULIAN L. BIBB IV/
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DATE SIGNED:	11/19/2022
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Total Attachments: 6

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SUPPLEMENT TO TRADEMARK SECURITY AGREEMENT

THIS SUPPLEMENT TO TRADEMARK SECURITY AGREEMENT (the “Supplement”) made as of this 15th day of November, 2022 by **ENDEAVOR BUSINESS MEDIA, LLC**, a Delaware limited liability company, **ENDEAVOR HEALTHCARE MEDIA I, LLC**, a Delaware limited liability company, **ENDEAVOR HEALTHCARE MEDIA II, LLC**, a Delaware limited liability company, and **ENDEAVOR EVENTS, LLC**, a Delaware limited liability company (collectively, the “Grantors”), in favor of **PINNACLE BANK**, in its capacity as Collateral Agent for the holders of the Obligations (in such capacity, the “Collateral Agent”):

W I T N E S S E T H:

WHEREAS, Grantors, Collateral Agent and the Lenders from time to time party thereto are parties to that certain Credit Agreement, dated as of April 11, 2022, (as the same heretofore may have been and hereafter may be amended, restated, supplemented or otherwise modified from time to time, the “Credit Agreement”);

WHEREAS, Grantors and Collateral Agent are parties to a certain Trademark Security Agreement, dated as of April 11, 2022 (as the same heretofore may have been and hereafter may be amended, restated, supplemented or otherwise modified from time to time, the “Trademark Agreement”; capitalized terms used herein but not otherwise defined shall have the meanings given thereto in the Trademark Agreement);

WHEREAS, pursuant to the terms of the Trademark Agreement, each Grantor has granted to Collateral Agent to secure the Obligations a security interest in and to all of each Grantor’s now existing and hereafter Trademark Collateral and all proceeds thereof; and

WHEREAS, also pursuant to the Trademark Agreement, if any Grantor shall obtain any new Trademarks, Collateral Agent may unilaterally modify the Trademark Agreement by amending Schedule I thereto to include such new Trademarks of each Grantor, provided that Collateral Agent shall promptly provide a copy of such amended schedule to Grantors, and which such amendment may be, and is intended by the parties to be, filed with the United States Patent and Trademark Office.

NOW, THEREFORE, in consideration of the premises set forth herein and for other good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, and with the foregoing background and recitals incorporated by reference, each Grantor agrees as follows:

1. **Grant and Reaffirmation of Grant of Security Interests.** To secure the payment and performance of the Obligations, and without limiting any other grant of any security interest or Lien in any assets of each Grantor provided for or created under the Credit Agreement or any other Collateral Document, each Grantor hereby grants to Collateral Agent, for its benefit and the benefit of the holders of the Obligations, and hereby reaffirms its prior grant pursuant to the Credit Agreement and the other Collateral Documents, specifically including the Trademark Agreement of, a continuing security interest in each Grantor’s entire right, title and interest in and to the new Trademarks listed on Schedule I to this Supplement, including (a) all goodwill of the business connected with the use of, and symbolized by, each new Trademark, (b) all products and proceeds (as that term is defined in the UCC) of the foregoing, including any claim by such Grantor against third parties for past, present or future (i) infringement or dilution of any new Trademark or any new Trademarks exclusively licensed to such Grantor, including right to receive any damages, (ii) injury to the goodwill associated with any new Trademark, or (iii) right to receive license fees, royalties, and other compensation under any new Trademark, and agrees that all such new Trademarks and the proceeds thereof shall be included in and be part of the Trademark Collateral and otherwise subject to all of the terms and provisions of the Trademark Agreement.

2. Incorporation of the Trademark Agreement. The terms and provisions of the Trademark Agreement are hereby incorporated by reference and this Supplement shall be considered an amendment and supplement to and part of the Trademark Agreement, all of the provisions of which Trademark Agreement are and remain in full force and effect. Any reference after the date hereof in any Loan Document to the Trademark Agreement shall be a reference to the Trademark Agreement as amended and supplemented by this Supplement.

4. CHOICE OF LAW AND VENUE, JURY TRIAL WAIVER, AND JUDICIAL REFERENCE PROVISION. THIS SUPPLEMENT SHALL BE SUBJECT TO THE PROVISIONS REGARDING CHOICE OF LAW AND VENUE, JURY TRIAL WAIVER, AND JUDICIAL REFERENCE SET FORTH IN SECTIONS 11.13 AND 11.14 OF THE CREDIT AGREEMENT, AND SUCH PROVISIONS ARE INCORPORATED HEREIN BY THIS REFERENCE, *MUTATIS MUTANDIS*.

[Signatures on Following Page(s)]

IN WITNESS WHEREOF, intending to be legally bound, the undersigned have duly executed this Supplement to the Trademark Security Agreement as of the day and year first hereinabove set forth.

GRANTORS:

ENDEAVOR BUSINESS MEDIA, LLC

By: Chris Ferrell
Name: Chris Ferrell
Title: Chief Executive Officer

ENDEAVOR HEALTHCARE MEDIA I, LLC

By: Chris Ferrell
Name: Chris Ferrell
Title: President

ENDEAVOR HEALTHCARE MEDIA II, LLC

By: Chris Ferrell
Name: Chris Ferrell
Title: President

ENDEAVOR EVENTS, LLC

By: Chris Ferrell
Name: Chris Ferrell
Title: President

Agreed and Accepted

As of the Date First Written Above

COLLATERAL AGENT:

PINNACLE BANK, as Collateral Agent

By: 

Name: Mark D. Mattson

Title: Senior Vice President

SCHEDULE I TO SUPPLEMENT TO TRADEMARK SECURITY AGREEMENT
DATED NOVEMBER 15, 2022

Trademark Registrations

Citation	Status	Application Number	Application Date	Owner Name
1. LIGHTSPEC	Registered	App 90668308 Reg 6743035	App 2021-04-23 Reg 2022-05-31	ENDEAVOR BUSINESS MEDIA, LLC
2. AUTOMATION WORLD	Registered	App 78196082 Reg 2858953	App 2002-12-19 Reg 2004-06-29	ENDEAVOR BUSINESS MEDIA, LLC
3. AUTOMATION WORLD	Registered	App 78196088 Reg 2858954	App 2002-12-19 Reg 2004-06-29	ENDEAVOR BUSINESS MEDIA, LLC

Trademark Applications

Citation	Status	Application Number	Application Date	Owner Name
1. MICROGRID KNOWLEDGE	Pending	97663474	2022-11-04	ENDEAVOR BUSINESS MEDIA, LLC
2. WASTEWATER DIGEST	Pending	97663634	2022-11-04	ENDEAVOR BUSINESS MEDIA, LLC
3. STORMWATER SOLUTIONS	Pending	97593299	2022-09-15	ENDEAVOR BUSINESS MEDIA, LLC
4. STORMWATER SOLUTIONS	Pending	97593301	2022-09-15	ENDEAVOR BUSINESS MEDIA, LLC
5. SUPPLY CHAIN CONNECT	Pending	97593303	2022-09-15	ENDEAVOR BUSINESS MEDIA, LLC
6. 3D EXCHANGE	Pending	97593305	2022-09-15	ENDEAVOR BUSINESS MEDIA, LLC

	Citation	Status	Application Number	Application Date	Owner Name
7.	PERSONIFIED AI	Pending	97539507	2022-08-08	ENDEAVOR BUSINESS MEDIA, LLC