

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM775971

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NATIONAL CABLE COMMUNICATIONS LLC		12/21/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Bank of America, N.A., as Lender		
Street Address:	901 Main Street		
Internal Address:	TX1-492-64-01		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75202		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	6901580		
Registration Number:	1757585	ADVANCED MEDIA SYSTEMS	
Registration Number:	1540773	CABLETRACK	
Registration Number:	6192902	COMPLEXITY, MEET SIMPLICITY.	
Registration Number:	3339025	NCC	
Registration Number:	5647525	NCC MEDIA	
Registration Number:	3315111	SYSCODE	
Registration Number:	5797405	SYSFILE	
Registration Number:	6466109	TV IS EVOLVING. AND, SO ARE WE.	
Registration Number:	6400044	TV, MEET DIGITAL.	
CORRESPONDENCE DATA			
Fax Number:	2147455390		
<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:	2147455612		
Email:	ngraham@winstead.com		
Correspondent Name:	Nancy Graham c/o WINSTEAD PC		
Address Line 1:	2728 N. Harwood Street		

CH \$265.00 6901580

Address Line 2: Suite 500
Address Line 4: Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER: 9766-1521

NAME OF SUBMITTER: Nancy Graham

SIGNATURE: /Nancy Graham/

DATE SIGNED: 12/22/2022

Total Attachments: 5

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NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Security and Pledge Agreement dated as of December 21, 2022 (as amended, modified, extended, restated, renewed, replaced, or supplemented from time to time, the "Agreement") and among the Grantors party thereto (each an "Grantor" and collectively, the "Grantors") and Bank of America, N.A., as lender (the "Lender") for the Secured Parties referenced therein, the undersigned Grantor has granted a continuing security interest in and continuing lien upon the trademarks and trademark applications shown on Schedule 1 attached hereto to the Lender for the ratable benefit of the Secured Parties.

The undersigned Grantor and the Lender, on behalf of the Secured Parties, 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.

[Signatures on following pages]

Very truly yours,

NATIONAL CABLE COMMUNICATIONS LLC

By: 

Name: Donna Morelli

Title: Senior Vice President and Head of Finance

Acknowledged and Accepted:

BANK OF AMERICA, N.A., as Lender

By: _____

Name: _____

Title: _____

Very truly yours,

NATIONAL CABLE COMMUNICATIONS LLC

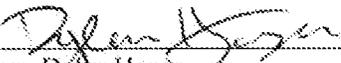
By: _____

Name: Donna Morelli

Title: Senior Vice President and Head of Finance

Acknowledged and Accepted:

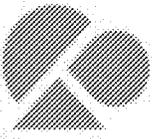
BANK OF AMERICA, N.A., as Lender

By:  _____

Name: Dylan Honza

Title: Vice President

Schedule 1

Mark	Country	App/Reg No.	Goods/Services	Status
	USPTO	Reg. No. 6,901,580	<p>Class 35: Advertising, marketing, and promotion services; Online and internet advertising services; Digital advertising services; Television advertising; Mobile advertising services for others; Advertising technology services, namely, providing advertising services featuring the usage of software algorithms and data analytics to generate targeted advertising and to measure advertising effectiveness...</p> <p>Class 42: Providing online non-downloadable computer software for use to enable the creation, tracking, and servicing of advertising and marketing materials and campaigns; Providing online non-downloadable computer programs for use in the coordination, planning, management, analysis, monitoring, optimization, and implementation of advertising and marketing campaigns, digital advertising campaigns, and advertising campaigns utilizing algorithms...</p>	Registered 11/15/2022 Renewal due 11/15/2027
ADVANCED MEDIA SYSTEMS	USPTO	Reg. No. 1,757,585	<p>Class 9: computer software for planning, scheduling, tracking, and invoicing advertisements placed or to be placed in cable television or other media</p>	Registered 03/09/1993 Renewal due 03/09/2023
CABLETRACK	USPTO	Reg. No. 1,540,773	<p>Class 35: cable television advertising market analysis services</p>	Registered 05/23/1989 Renewal due 05/23/2029
COMPLEXITY, MEET SIMPLICITY.	USPTO	Reg. No. 6,192,902	<p>Class 35: Advertising and marketing services; Advertising, advertising technology and marketing services, namely, providing advertising and marketing services utilizing algorithms and artificial intelligence; Advertising technology services, namely, providing technology utilizing algorithms, artificial intelligence, business data analytics, social analytics, augmented reality, and virtual reality, and ad buying and bidding tools, for use in connection with advertising...</p> <p>Class 42: Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-a-service (SaaS) application for use in the coordination, planning, management, analysis, monitoring, optimization, and implementation of advertising and marketing campaigns, measuring and assessing return on investment and effectiveness of advertising and marketing campaigns, database management, electronic storage of data, business data analytics, social media, digital and online usage and data analytics, ad buying, and reviewing and generating reports, all for use in advertising and marketing services...</p>	Registered 11/10/2020 Renewal due 11/10/2026
NCC	USPTO	Reg. No. 3,339,025	<p>Class 35: Advertising services, namely, planning, arranging, purchasing and placing advertisements for the goods and services of others on cable television</p>	Registered 11/20/2007

Mark	Country	App/Reg No.	Goods/Services	Status
NCC MEDIA	USPTO	Reg. No. 5,647,525	Class 35: Advertising services, namely, planning, arranging, purchasing and placing advertisements for the goods and services of others in television programming provided by multichannel video programming distributors across all distribution platforms and the internet	Renewal due 11/22/2027 Registered 01/08/2019
SYSCODE	USPTO	Reg. No. 3,315,111	Class 35: business management services, namely, developing, maintaining and providing a code system for use by others for the uniform processing of cable television advertising	Renewal due 01/08/2025 Registered 10/23/2007
SYSFILE	USPTO	Reg. No. 5,797,405	Class 41: Providing a database in the field of cable systems programming and cable system programming and television network programming information and providing each system with a unique code for use by others for uniform processing of cable television advertising	Renewal due 07/09/2019 Registered 07/09/2019
TV IS EVOLVING. AND, SO ARE WE.	USPTO	Reg. No. 6,466,109	Class 35: Advertising and marketing services; Advertising, advertising technology and marketing services, namely, providing advertising and making services utilizing algorithms and artificial intelligence; Advertising technology services, namely, providing technology utilizing algorithms, artificial intelligence, business data analytics, social analytics, augmented reality, and virtual reality, and ad buying and bidding tools, for use in connection with advertising; Data-driven advertising and marketing services for use by others to appear in professionally produced TV programming...	Renewal due 08/31/2027 Registered 08/31/2021
TV, MEET DIGITAL.	USPTO	Reg. No. 6,400,044	Class 42: Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-a-service (SaaS) application for use in the coordination, planning, management, analysis, monitoring, optimization, and implementation of advertising and marketing campaigns, measuring and assessing return on investment and effectiveness of advertising and marketing campaigns, database management, electronic storage of data, business data analytics, social media, digital and online usage and data analytics, ad buying, and reviewing and generating reports, all for use in advertising and marketing services...	Renewal due 06/29/2027 Registered 06/29/2021

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REEL: 007927 FRAME: 0837

RECORDED: 12/22/2022