

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM791159

<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>
Insurance Store Inc.		02/24/2023	Corporation: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Toronto-Dominion Bank		
<b>Street Address:</b>	55 King St West, 10th Floor		
<b>Internal Address:</b>	TD Tower		
<b>City:</b>	Toronto, Ontario		
<b>State/Country:</b>	CANADA		
<b>Postal Code:</b>	M5K 1A2		
<b>Entity Type:</b>	Corporation: CANADA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5952740		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2163634588		
<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>	2163634677		
<b>Email:</b>	dpoirier@beneschlaw.com		
<b>Correspondent Name:</b>	DUNCAN POIRIER		
<b>Address Line 1:</b>	200 PUBLIC SQUARE		
<b>Address Line 2:</b>	SUITE 2300		
<b>Address Line 4:</b>	CLEVELAND, OHIO 44114		
<b>ATTORNEY DOCKET NUMBER:</b>	75556-2		
<b>NAME OF SUBMITTER:</b>	Duncan Poirier		
<b>SIGNATURE:</b>	/Duncan Poirier/		
<b>DATE SIGNED:</b>	03/02/2023		
<b>Total Attachments: 6</b>			
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**TRADEMARK**

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## TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (this “Trademark Security Agreement”) is entered into as of February 24, 2023 by and among Insurance Store Inc. (the “Grantor”) and The Toronto-Dominion Bank, in its capacity as Administrative Agent for the Secured Parties (in such capacity, together with its successors and permitted assigns, the “Collateral Agent”).

### PRELIMINARY STATEMENTS

WHEREAS, the Grantor is party to that certain First Lien Security Agreement, dated as of March 26, 2021 (as it may be from time to time amended, restated, amended and restated, replaced, supplemented or otherwise modified, the “Security Agreement”), in favour of the Collateral Agent pursuant to which the Grantor granted to the Secured Parties a security interest in and continuing lien on, certain intellectual property rights owned by the Grantor and pursuant to which the Grantor is required to execute and deliver this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Lenders and the Collateral Agent, for the benefit of the Secured Parties, 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 the Collateral Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the Security Agreement and used herein have the meaning given to them in the Security Agreement.

SECTION 2. Grant of Security Interest in Trademark Collateral. The Grantor hereby pledges and grants to the Collateral Agent for itself and the ratable benefit of the Secured Parties a continuing lien on and security interest in and to all of its right, title and interest in, to and under (a) all Trademarks owned by or exclusively licensed to the Grantor respectively, including but not limited to the Trademarks listed on Schedule I attached hereto; (b) all extensions or renewals of any of the foregoing; (c) all of the goodwill of the business connected with the use of and symbolized by the foregoing; (d) the right to sue for past, present and future infringement, dilution or violation of any of the foregoing or for any injury to goodwill; and (e) all Proceeds of the foregoing, including without limitation, licenses, royalties, income, payments, claims, damages and proceeds of suit (collectively, the “Trademark Collateral”). Notwithstanding the foregoing or anything herein to the contrary, in no event shall the “Trademark Collateral” include, or the security interests attach to, any Excluded Asset.

SECTION 3. Security Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Collateral Agent pursuant to the Security Agreement and should not be deemed to grant a broader security interest in the Trademark Collateral than what is granted by the Grantor to the Collateral Agent in the Security Agreement. The Grantor hereby acknowledges and affirms that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement (and are expressly subject to the terms and conditions thereof), the terms and provisions of which are

incorporated by reference as if fully set forth herein. In the event that any provision of this Trademark Security Agreement is deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall control.

SECTION 4. Termination. Upon the termination of the Security Agreement in accordance with its terms, the Collateral Agent shall execute, acknowledge and deliver to the Grantor an instrument in writing in recordable form releasing the collateral pledge, grant, lien and security interest in the Trademark Collateral under this Trademark Security Agreement.

SECTION 5. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts (and by different parties hereto on different counterparts), each of which shall constitute an original, but all of which when taken together shall constitute a single contract. Delivery of an executed counterpart of a signature page to this Trademark Security Agreement by facsimile or other electronic imaging (including in .pdf format) means shall be effective as delivery of a manually executed counterpart of this Trademark Security Agreement.

SECTION 6. GOVERNING LAW. THIS TRADEMARK SECURITY AGREEMENT SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAW OF THE PROVINCE OF ONTARIO AND THE FEDERAL LAWS OF CANADA APPLICABLE THEREIN.

**[THE REMAINDER OF THIS PAGE IS INTENTIONALLY LEFT BLANK.]**

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.

INSURANCE STORE INC., as Grantor

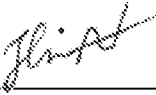
By: Shawn DeSantis

Name: Shawn DeSantis

Title: Executive Vice President

Accepted and Agreed:

**THE TORONTO-DOMINION BANK,**  
as Collateral Agent

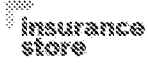




By:  \_\_\_\_\_

Name: Neda Heidarpour

Title: Vice President, Loan Syndications-Agency


SCHEDULE I

**CANADIAN TRADEMARK REGISTRATIONS AND APPLICATIONS:**

<b>Trademark</b>	<b>Application No./ Registration No.</b>	<b>Owner</b>
INSURANCE STORE	TMA1022772	Insurance Store Inc.
 INSURANCE STORE & DESIGN	TMA1021936	Insurance Store Inc.
 JAMIESON-HILTS INSURANCE STORE & DESIGN	TMA1020735	Insurance Store Inc.
 CORNER LOGO	TMA1021937	Insurance Store Inc.
For a higher level of confidence	TMA573715	Insurance Store Inc.
nobleinsurance  nobleinsurance DESIGN	TMA570251	Insurance Store Inc.
 NOBLE INSURANCE STORE & DESIGN	TMA1075872	Insurance Store Inc.
	TMA1021931	Insurance Store Inc.

ST CLAIR INSURANCE STORE & DESIGN		
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**US TRADEMARK REGISTRATIONS AND APPLICATIONS:**

<b>Trademark</b>	<b>US Serial Number</b>	<b>Owner</b>
	5952740	Insurance Store Inc.