

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM810139

|   |   |                                   |  |
|---|---|-----------------------------------|--|
| <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>                     |
| ADRENALINE, LLC   |   | 05/12/2023                        | Limited Liability Company:<br>DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |   |                                   |  |
| <b>Name:</b>  | CADENCE BANK                                |                                   |  |
| <b>Street Address:</b>  | 1333 West Loop South                        |                                   |  |
| <b>Internal Address:</b>  | Suite 1800                                  |                                   |  |
| <b>City:</b>  | Houston                                     |                                   |  |
| <b>State/Country:</b>   | TEXAS                                       |                                   |  |
| <b>Postal Code:</b>   | 77027                                       |                                   |  |
| <b>Entity Type:</b>   | National Banking Association: UNITED STATES |                                   |  |
| <b>PROPERTY NUMBERS Total: 6</b>  |   |                                   |  |
| <b>Property Type</b>  | <b>Number</b>                               | <b>Word Mark</b>                  |  |
| <b>Serial Number:</b>   | 86132683                                    | ADRENALINE                        |  |
| <b>Serial Number:</b>   | 86207508                                    | ADRENALINE                        |  |
| <b>Serial Number:</b>   | 86207339                                    | ADRENALINE                        |  |
| <b>Registration Number:</b>   | 5126625                                     | ADRENALINE                        |  |
| <b>Registration Number:</b>   | 5446513                                     | ADRENALINE MANAGEMENT PLATFORM    |  |
| <b>Serial Number:</b>   | 97039795                                    | ADRENALINE CONNECTED INTELLIGENCE |  |
| <b>CORRESPONDENCE DATA</b>  |   |                                   |  |
| <b>Fax Number:</b>  |   |                                   |  |
| <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>   | 2136201780                                  |                                   |  |
| <b>Email:</b>   | rbugarin@sheppardmullin.com                 |                                   |  |
| <b>Correspondent Name:</b>  | Rosa Bugarin - Sheppard Mullin Richter      |                                   |  |
| <b>Address Line 1:</b>  | 333 South Hope Street                       |                                   |  |
| <b>Address Line 2:</b>  | 43rd Floor                                  |                                   |  |
| <b>Address Line 4:</b>  | Los Angeles, CALIFORNIA 90071               |                                   |  |
| <b>NAME OF SUBMITTER:</b>   | Rosa Bugarin                                |                                   |  |
| <b>SIGNATURE:</b>   | /Rosa Bugarin/                              |                                   |  |

CH \$165.00 86132683

|                     |            |
|---------------------|------------|
| <b>DATE SIGNED:</b> | 05/12/2023 |
|---------------------|------------|

**Total Attachments: 5**

source=[Adrenaline] 1A - Collateral Assignment of Trademarks#page1.tif

source=[Adrenaline] 1A - Collateral Assignment of Trademarks#page2.tif

source=[Adrenaline] 1A - Collateral Assignment of Trademarks#page3.tif

source=[Adrenaline] 1A - Collateral Assignment of Trademarks#page4.tif

source=[Adrenaline] 1A - Collateral Assignment of Trademarks#page5.tif

## COLLATERAL ASSIGNMENT OF TRADEMARKS

This COLLATERAL ASSIGNMENT OF TRADEMARKS dated as of May 12, 2023 (“Agreement”), by and between ADRENALINE, LLC, a Delaware limited liability company (together with its successors and assigns, collectively, the “Assignors” and each an “Assignor”) and CADENCE BANK (successor-in-interest to Cadence Bank, N.A.), as the Lender under the Credit Agreement (as defined below) (together with its successors and assigns in such capacity, the “Secured Party”):

### RECITALS:

(1) This Agreement is made pursuant to the Credit Agreement, dated as of October 16, 2018 (as amended by that certain Limited Waiver, Joinder and First Amendment to Credit Agreement, dated as of the date hereof, and as further amended, restated or otherwise modified from time to time, the “Credit Agreement”), among the Assignor, ADRENALINE C CORP., a Delaware corporation (“C Corp”), ADRENALINE HOLDCO, LLC, a Delaware limited liability company (“Holdco”), ADRENALINE CANADA HOLDCO, INC., a Delaware corporation (“Canada Holdco”; and, collectively with the Assignor, C Corp, and Holdco, the “Borrowers”), and Secured Party.

(2) In connection with the Credit Agreement, each Borrower is a party to a Pledge and Security Agreement, dated as of October 16, 2018 (as amended, restated or otherwise modified from time to time, the “Security Agreement”), among the Borrowers, the other grantors named therein, and the Secured Party, pursuant to which each Borrower has granted to the Secured Party a continuing security interest in, assignment of and lien on substantially all of its assets, whether now owned or existing or hereafter acquired or arising.

NOW, THEREFORE, in consideration of the foregoing, the mutual covenants contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby covenants and agrees with the Secured Party as follows:

Section 1. Defined Terms. Terms used herein without definition shall have the respective meanings ascribed thereto in the Security Agreement.

Section 2. Assignment and Grant of Security Interest. As security for the prompt payment and performance of the Secured Obligations, the Assignor hereby assigns, transfers, conveys and grants to the Secured Party a security interest in, a general lien upon and/or a right of set-off against (whether now owned or hereafter acquired by the Assignor and whether acquired in the United States or elsewhere in the world) all right, title and interest of the Assignor in and to the following, whether now existing or hereafter acquired:

(i) all trademarks, trade names and service marks registered with the United States Patent and Trademark Office (including, without limitation, those listed on Schedule A to this Agreement);

(ii) all applications for the registration of trademarks, trade names and service marks filed with the United States Patent and Trademark Office (including, without limitation, those listed on Schedule A to this Agreement);

(iii) all trademarks, trade names and service marks registered with any office, agency or other governmental authority of any State, the District of Columbia or any possession or territory of the United States;

(iv) all trademarks, trade names and service marks registered with any office, agency or other governmental authority of any other country or any province, department or other governmental subdivision thereof;

(v) all registrations and recordings with respect to any of the foregoing;

(vi) all reissues, extensions and renewals of any of the foregoing;

(vii) all corporate names, business names, trade styles, logos, other source or business identifiers; all information, customer lists, identification of supplier, data, plans, blueprints, specifications, designs, drawings, recorded knowledge, surveys, engineering reports, test reports, manuals, materials standards, processing standards, performance standards, catalogs, computer and automatic machinery software and programs, and the like pertaining to operations by the Assignor in, on or about any of its plants or warehouses; all field repair data, sales data and other information relating to sales or service of products now or hereafter manufactured on or about any of its plants; and all accounting information pertaining to operations in, on or about any of its plants and all media in which or on which all of the information or knowledge or data or records relating to its plants and warehouses may be recorded or stored and all computer programs used for the compilation or printout of such information, knowledge, records or data, and the Secured Party shall keep all such information, knowledge, records or data strictly confidential in accordance with the Credit Agreement;

(viii) all licenses and other agreements relating in whole or in part to any of the foregoing, including all rights to payments in respect thereof;

(ix) all rights to sue for past, present or future infringements of any of the foregoing;

(x) all good will related to any of the foregoing;

(xi) to the extent not included above, all general intangibles (as such term is defined in the UCC) of the Assignor related to the foregoing; and

(xii) all proceeds of any and all of the foregoing.

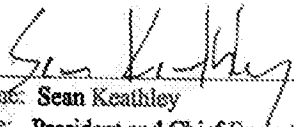
Section 3. Reference to Separate Security Agreement. This Agreement has been entered into by the Assignors and the Secured Party primarily for recording purposes as contemplated by the Security Agreement. In the event of any inconsistency between any of the terms or provisions hereof and the terms and provisions of such Security Agreement, the terms and provisions of such Security Agreement shall govern.

*[Signature Page Follows]*

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed and delivered by their duly authorized officers as of the date first set forth above.

**ASSIGNOR:**

ADRENALINE, LLC

By:   
Name: Sean Keathley  
Title: President and Chief Executive Officer

*(Signature Page to Collateral Assignment of Trademarks)*

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed and delivered by their duly authorized officers as of the date first set forth above.

**ASSIGNOR:**

**ADRENALINE, LLC**

By: \_\_\_\_\_  
Name:  
Title:

Accepted and acknowledged by:

**CADENCE BANK,**  
as Secured Party

By: *Rachel Heath*  
Name: Rachel Heath  
Title: Senior Vice President

Schedule A  
to Collateral Assignment of  
Trademarks

| Mark   | Country       | Application No. and/o<br>Registration Number | Application Filing Date<br>and/or Registration Date  |
|--|---------------|--|--|
| ADRENALINE<br>-branding management services,<br>namely, consulting, development,<br>and management of brands for<br>businesses and /or individuals   | United States | Application: 86/132,683                      | Application: December 2,<br>2013   |
|  |               | Registration: 5,130,992                      | Registration: January 31,<br>2017  |
| ADRENALINE<br>-design of specialty commercial<br>interior and exterior environmental<br>settings, namely, space planning,<br>lighting design, furniture selection,<br>display design and placement,<br>signage design and placement, and<br>kiosk design and placement | United States | Application: 86/207,508                      | Application: February 28,<br>2014  |
|  |               | Registration: 4,839,250                      | Registration: October 27,<br>2015  |
| ADRENALINE<br>-packaging design for others,<br>website design for others   | United States | Application: 86/207,339                      | Application: February 28,<br>2014  |
|  |               | Registration: 5,126,624                      | Registration: January 24,<br>2017  |
| ADRENALINE<br>-installation of audio-visual<br>displays for advertising,<br>promotional, or marketing<br>purposes  | United States | Application: 86/207,474                      | Application: February 28,<br>2014  |
|  |               | Registration: 5,126,625                      | Registration: January 24,<br>2017  |
| ADRENALINE MANAGEMENT<br>PLATFORM  | United States | Application: 87/514,745                      | Application: July 3, 2017  |
|  |               | Registration: 5,446,513                      | Registration: April 17,<br>2018  |
| ADRENALINE CONNECTED<br>INTELLIGENCE   | United States | Serial Number:<br>970398795                  | Filed September 22,<br>2021; will be published<br>for opposition on 5/23/23<br>[Registration in Process] |

(Schedule A to Collateral Assignment of Trademarks)

SMRH:4879-8529-0083

**RECORDED: 05/12/2023**

**TRADEMARK  
REEL: 008071 FRAME: 0345**