

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM813831

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PopReach Incorporated		05/25/2023	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	Bank of Montreal		
Street Address:	100 King Street West		
City:	TORONTO		
State/Country:	ONTARIO		
Postal Code:	M5X 1A1		
Entity Type:	Bank: CANADA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	5042820	BAKERY BLITZ	
Registration Number:	4781974	KITCHEN SCRAMBLE	
Registration Number:	4504218	LUCKY SLOTS	
Registration Number:	4424881	LUCKY SLOTS	
Registration Number:	4791033	WAR OF NATIONS	
Serial Number:	88478328	ZOO WORLD	
CORRESPONDENCE DATA			
Fax Number:			
	<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:	212-655-2000		
Email:	kcline@chapman.com		
Correspondent Name:	Chapman and Cutler LLP		
Address Line 1:	1270 Avenue of the Americas, 30th Floor		
Address Line 2:	Kelly Cline		
Address Line 4:	New York, NEW YORK 10020		
NAME OF SUBMITTER:	Kelly Cline		
SIGNATURE:	/Kelly Cline/		
DATE SIGNED:	05/30/2023		

OP \$165.00 5042820

Total Attachments: 6

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SHORT-FORM TRADEMARKS SECURITY AGREEMENT

WHEREAS, each of the persons listed on the signature pages hereof as a “GRANTOR” (each, a “**Grantor**”) has adopted, used, is using, or intends to use, and is the owner of the trademarks and/or trademark applications listed in the attached Schedule of Registered Trademarks, and the registrations and applications associated therewith;

WHEREAS, each Grantor has contemporaneously with the execution of this Short-Form Trademarks Security Agreement entered into the General Security Agreement dated as of May 25, 2023 (as modified from time to time, the “**Security Agreement**”), in which such Grantor has granted certain interests in favour of Bank of Montreal, as administrative agent for and on behalf of the Secured Parties (the “**Agent**”); and

WHEREAS, pursuant to the Security Agreement, each Grantor has agreed with the Agent to execute this Short-Form Trademarks Security Agreement;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each Grantor hereby grants to the Agent, for the benefit of the Secured Parties, to the extent provided in the Security Agreement (the terms and conditions of which are hereby incorporated herein), a security interest in all of its right, title and interest in, to and under all the trademarks, whether now owned or at any time hereafter acquired, of such Grantor that are registered with, or for which applications for registration have been filed with, the Canadian Intellectual Property Office or the United States Patent and Trademark Office, including the trademarks listed on the attached Schedule of Registered Trademarks, and all registrations and pending applications associated therewith (excluding any application for registration of a trademark filed on an intent-to-use basis solely to the extent that the grant of a security interest in any such trademark application would materially adversely affect the validity or enforceability of the resulting trademark registration or result in cancellation of such trademark application), as collateral security for the prompt and complete payment and performance when due of all the Grantor’s Obligations (as defined in the Security Agreement). Notwithstanding the foregoing, in the event of any conflict between this Short-Form Trademarks Security Agreement and the Security Agreement, the Security Agreement shall control.

THIS AGREEMENT SHALL BE CONSTRUED IN ACCORDANCE WITH AND GOVERNED BY THE LAW OF THE PROVINCE OF ONTARIO AND THE FEDERAL LAWS OF CANADA APPLICABLE THEREIN, WITHOUT REGARD TO CONFLICT OF LAWS PRINCIPLES THEREOF TO THE EXTENT SUCH PRINCIPLES WOULD CAUSE THE APPLICATION OF THE LAW OF ANOTHER PROVINCE OR TERRITORY, EXCEPT TO THE EXTENT THAT THE PERSONAL PROPERTY SECURITY ACT (ONTARIO) OR THE SECURITIES TRANSFER ACT, 2006 (ONTARIO), AS APPLICABLE PROVIDES THAT THE PERFECTION OF THE SECURITY INTEREST HEREUNDER, OR REMEDIES HEREUNDER, IN RESPECT OF ANY PARTICULAR COLLATERAL ARE GOVERNED BY THE LAWS OF A JURISDICTION OTHER THAN THE PROVINCE OF ONTARIO AND THE FEDERAL LAWS OF CANADA APPLICABLE THEREIN, IN WHICH CASE THE LAWS OF SUCH JURISDICTION SHALL GOVERN WITH RESPECT TO THE PERFECTION OF THE SECURITY INTEREST IN, OR THE REMEDIES WITH RESPECT TO, SUCH PARTICULAR COLLATERAL.


Date: May 25, 2023.

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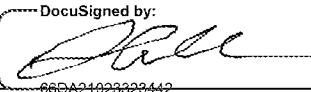
DATED as of the first date written above.

GRANTOR(S):

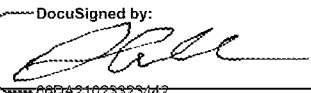
POPREACH INCORPORATED

By:  DocuSigned by:
2C828EEE1127478
Name: Jon Walsh
Title: CEO

CRUCIAL INTERACTIVE INC.

By:  DocuSigned by:
68DA21023323442
Name: Jeff Collins
Title: CFO

OKRA MEDIA INC.

By:  DocuSigned by:
68DA21023323442
Name: Jeff Collins
Title: CFO

**SCHEDULE OF
REGISTERED TRADEMARKS**

I. Trademarks registered with the Canadian Intellectual Property Office

Grantor	Jurisdiction	Registration/Applicat ion No.	Registration/Applicat ion Date	Status	Trademark
PopReach Incorporat ed	Canada	2165164	09-FEB-2022	Formaliz ed (Pending)	POPREACH
PopReach Incorporat ed	Canada	2025246	29-APR-2020	Formaliz ed (Pending)	LUCKY SLOTS
PopReach Incorporat ed	Canada	1964460	23-MAY-2019	Registere d	BAKERY BLITZ
PopReach Incorporat ed	Canada	1964461	23-MAY-2019	Registere d	KITCHEN SCRAMBLE
PopReach Incorporat ed	Canada	1964462	23-MAY-2019	Formaliz ed (Pending)	WAR OF NATIONS
PopReach Incorporat ed	Canada	1964463	23-MAY-2019	Formaliz ed (Pending)	ZOO WORLD
Crucial Interactive Inc.	Canada	2038989	09-JUL-2020	Formaliz ed (Pending)	TRUE INTENT
Crucial Interactive Inc.	Canada	2038990	09-JUL-2020	Formaliz ed (Pending)	TRUE INTENT RETARGETI NG
Okra Media Inc.	Canada	TMA1022949	30-MAY-2019	Registere d	CONTOBOX

II. Trademarks registered with the United States Patent and Trademark Office

Grantor	Jurisdiction	Registration/Application No.	Registration/Application Date	Status	Trademark
PopReach Incorporated	United States	5042820	13-SEP-2016	Registered	BAKERY BLITZ
PopReach Incorporated	United States	4781974	28-JUL-2015	Registered	KITCHEN SCRAMBLE
PopReach Incorporated	United States	4504218	01-APR-2014	Registered	LUCKY SLOTS
PopReach Incorporated	United States	4424881	29-OCT-2013	Registered	LUCKY SLOTS
PopReach Incorporated	United States	4791033	11-AUG-2015	Registered	WAR OF NATIONS
PopReach Incorporated	United States	88478328	18-JUN-2019	Pending	ZOO WORLD