

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM824123

<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>
YOTPO, INC.		01/28/2020	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Comerica Bank		
<b>Street Address:</b>	39200 Six Mile Road		
<b>Internal Address:</b>	Mail Code 7578, National Documentation Services		
<b>City:</b>	Livonia		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48152		
<b>Entity Type:</b>	a Texas banking association: TEXAS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6938809	AMAZING WOMEN IN ECOMMERCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7349302494		
<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>	7349302488		
<b>Email:</b>	trademarks@bodmanlaw.com		
<b>Correspondent Name:</b>	Susan M. Kornfield		
<b>Address Line 1:</b>	201 South Division, Suite 400		
<b>Address Line 4:</b>	Ann Arbor, MICHIGAN 48104		
<b>NAME OF SUBMITTER:</b>	Susan M. Kornfield		
<b>SIGNATURE:</b>	/susan m. kornfield/		
<b>DATE SIGNED:</b>	07/13/2023		
<b>Total Attachments: 5</b>			
source=Yotpo IPSA#page1.tif			
source=Yotpo IPSA#page2.tif			
source=Yotpo IPSA#page3.tif			
source=Yotpo IPSA#page4.tif			
source=Yotpo IPSA#page5.tif			

OP \$40.00 6938809

## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement (this "Agreement") is executed on January 28, 2020 and effective on the date the IP Lien Trigger (as defined in the Loan Agreement, defined below) occurs, by and between COMERICA BANK ("Bank") and YOTPO, INC., a Delaware corporation ("Grantor").

### RECITALS

A. Bank has agreed to make certain advances of money and to extend certain financial accommodations (the "Loans") to Grantor and Yotpo Ltd., an Israeli company ("Parent", and together with Grantor, the "Borrowers" and each individually a "Borrower") in the amounts and manner set forth in that certain Amended and Restated Loan and Security Agreement by and among Bank and Borrowers, dated January 28, 2020 (as the same may be amended, modified or supplemented from time to time, the "Loan Agreement"). Capitalized terms used herein are used as defined in the Loan Agreement.

B. Bank is willing to make the Loans to Borrowers, but only upon the condition, among others, that Grantor shall grant to Bank a security interest in certain Copyrights, Trademarks and Patents to secure the obligations of Borrowers under the Loan Agreement.

C. Pursuant to the terms of the Loan Agreement, Grantor has granted to Bank a security interest in all of Grantor's right, title and interest, whether presently existing or hereafter acquired, in, to and under all of the Collateral.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, as collateral security for the prompt and complete payment when due of each Borrower's obligations under the Loan Agreement and all other agreements now existing or hereafter arising between a Borrower and Bank, Grantor hereby represents, warrants, covenants and agrees as follows:

### AGREEMENT

To secure each Borrower's obligations under the Loan Agreement and under any other agreement now existing or hereafter arising between Bank and either Borrower, Grantor grants and pledges to Bank a security interest in all of Grantor's right, title and interest in, to and under its Intellectual Property Collateral (including without limitation those Copyrights, Patents and Trademarks listed on Exhibits A, B and C hereto), and including without limitation all proceeds thereof (such as, by way of example but not by way of limitation, license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, all rights corresponding thereto throughout the world and all re-issues, divisions continuations, renewals, extensions and continuations-in-part thereof.

This security interest is granted in conjunction with the security interest granted to Bank under the Loan Agreement. The rights and remedies of Bank with respect to the security interest granted hereby are in addition to those set forth in the Loan Agreement and the other Loan Documents, and those which are now or hereafter available to Bank as a matter of law or equity. Each right, power and remedy of Bank provided for herein or in the Loan Agreement or any of the Loan Documents, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall be in addition to every right, power or remedy provided for herein and the exercise by Bank of any one or more of the rights, powers or remedies provided for in this Intellectual Property Security Agreement, the Loan Agreement or any of the other Loan Documents, or now or hereafter existing at law or in equity, shall not preclude the simultaneous or later exercise by any person, including Bank, of any or all other rights, powers or remedies. Notwithstanding anything to the contrary set forth herein or the Loan Agreement, Bank shall not record this Agreement with the United States Patent and Trademark Office and/or the United States Copyright Office prior to the occurrence of the IP Lien Trigger.

Grantor represents and warrants that Exhibits A, B, and C attached hereto set forth any and all intellectual property rights in connection to which Grantor has registered or filed an application with either the United States Patent and Trademark Office or the United States Copyright Office, as applicable.

Detroit\_16560145\_4

**TRADEMARK**  
**REEL: 008133 FRAME: 0548**

IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

Address of Grantor:

33 W. 19<sup>th</sup> Street  
New York, NY 10011  
Attention: J. D. KILGREN

GRANTOR:

YOTPO, INC

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

Title: CFO \_\_\_\_\_

Address of Bank:

Comerica Bank  
National Documentation Services  
39200 Six Mile Rd.  
Mail Code 7578  
Livonia, MI 48152

BANK:

COMERICA BANK

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

Title: SVP \_\_\_\_\_

EXHIBIT A

Copyrights

None.

[Exhibit A]

Detroit\_16509145\_4

EXHIBIT B

Patents

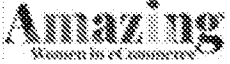

None.

[Exhibit B]

Detroit\_16500145\_4

EXHIBIT C

Trademarks

Mark	App. No./Reg. No.	Filing Date	Registration No.	Registration Date
<p><u>AMAZING WOMEN IN ECOMMERCE (Stylized)</u></p> 	<p>RN: 6938809 SN: 90756552</p>	<p>June 5, 2021</p>	<p>6938809</p>	<p>January 3, 2023</p>
<p><u>YOTPO</u></p>	<p>RN: 5648738 SN: 87939612</p>	<p>May 29, 2018</p>	<p>5648738</p>	<p>January 8, 2019</p>
<p><u>YOTPO. and Design</u></p> 	<p>RN: 5666002 SN: 87939763</p>	<p>May 29, 2018</p>	<p>5666002</p>	<p>January 29, 2019</p>