

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM836006

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sparks Exhibits Holding LLC		08/30/2023	Limited Liability Company: DELAWARE
3D Experiential LLC		08/30/2023	Limited Liability Company: ILLINOIS
RECEIVING PARTY DATA			
Name:	JPMorgan Chase Bank, N.A., as Administrative Agent		
Street Address:	10 South Dearborn, Floor L2, Suite IL1-0480		
Internal Address:	Middle Market Servicing		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60603-2300		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Serial Number:	87776144	BIGGEST FAMILY SHOWER EVER	
Serial Number:	86593878	SPARKS	
Serial Number:	86438905	EVENTSCORE	
Serial Number:	86623367	SPARKS	
Serial Number:	78190700	SPARKS	
Serial Number:	78190575	SPARKS EXHIBITS & ENVIRONMENTS	
Serial Number:	78190564	SPARKSGAP	
Serial Number:	78190558	SPARKSPORT	
Serial Number:	78190555	SPARKSTRACK	
Serial Number:	78190540	SPARKSLINK	
Serial Number:	77619876	SPARKS	
Serial Number:	76561066	3D	
Serial Number:	76561088	3D EXHIBITS	
Serial Number:	77091244	EVERYTHING MATTERS.	
Serial Number:	85606280	FOR REAL	

CH \$390.00 87776144

CORRESPONDENCE DATA**Fax Number:**

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.

Phone: 3127018637**Email:** ipdocket@mayerbrown.com**Correspondent Name:** William R. Siegel, Mayer Brown LLP**Address Line 1:** 71 S. Wacker Drive**Address Line 4:** Chicago, ILLINOIS 60606

NAME OF SUBMITTER:	William R. Siegel
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SIGNATURE:	/william r siegel/
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DATE SIGNED:	08/31/2023
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Total Attachments: 4

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TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT, dated as of August 30, 2023 (this “Trademark Security Agreement”) is between Sparks Exhibits Holding LLC, a Delaware limited liability company (“Sparks”), 3D Experiential LLC, an Illinois limited liability company (“3D” and, together with Sparks, the “Grantors” and each a Grantor), and JPMORGAN CHASE BANK, N.A., acting in its capacity as the administrative agent (in such capacity, the “Administrative Agent”).

WHEREAS, the Grantors have entered into that certain Second Amended and Restated Security Agreement, dated as November 8, 2022 (as amended, restated, supplemented or otherwise modified from time to time, the “Security Agreement”), among the Grantors, as debtors and the other debtors party thereto from time to time, in favor of the Administrative Agent for its benefit and the benefit of each Secured Party (as defined in the Security Agreement); and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantors hereby agree with the Administrative Agent as follows:

1. Grant of Security Interest. To secure the prompt and complete repayment and performance of the obligations under the Security Agreement, each Grantor hereby grants to the Administrative Agent, a security interest in all of such Grantor’s right, title and interest in and to the following (collectively, the “Trademark Collateral”): (a) all of its Trademarks including, without limitation, those referred to on Schedule 1 hereto; (b) all renewals of the foregoing; (c) all goodwill of the business connected with the use of, and symbolized by, each Trademark; and (d) all proceeds of the foregoing, including, without limitation, any claim by such Grantor against third parties for past, present or future (i) infringement or dilution of any Trademark and (ii) injury to the goodwill associated with any Trademark.

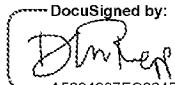
2. Acknowledgement. Each Grantor does hereby further acknowledge and affirm that the rights and remedies of the Administrative Agent with respect to the Trademark Collateral are more fully set forth in the Security Agreement, and that the terms and provisions of the Security Agreement are hereby incorporated herein by reference as if fully set forth herein.

3. Counterparts. This Trademark Security Agreement may be executed in multiple counterparts (any of which may be delivered by facsimile or other electronic transmission), each of which shall constitute an original and all of which taken together shall constitute one and the same Trademark Security Agreement.

[Signature Page Immediately Follows]

IN WITNESS WHEREOF, each of the parties hereto has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

SPARKS EXHIBITS HOLDING LLC

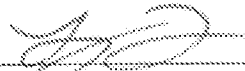
By:  _____
Name: Dawnn Repp
Title: Chief Legal Officer and Secretary

3D EXPERIENTIAL LLC

By:  _____
Name: Dawnn Repp
Title: Chief Legal Officer and Secretary

[Signature Page to Trademark Security Agreement]

JPMORGAN CHASE BANK, N.A.

By:  _____

Name: Logan Lanier

Title: Authorized Signer

SCHEDULE 1

Trademark	Serial No.	Reg. No.	Owner
BIGGEST FAMILY SHOWER EVER	87776144	5565091	Sparks Exhibits Holding LLC
SPARKS	86593878	5089097	Sparks Exhibits Holding LLC
EVENTSCORE	86438905	5060082	Sparks Exhibits Holding LLC
	86623367	5393841	Sparks Exhibits Holding LLC
SPARKS	78190700	2964888	Sparks Exhibits Holding LLC
SPARKS EXHIBITS & ENVIRONMENTS	78190575	2857853	Sparks Exhibits Holding LLC
SPARKSGAP	78190564	2862545	Sparks Exhibits Holding LLC
SPARKSPORT	78190558	2806662	Sparks Exhibits Holding LLC
SPARKSTRACK	78190555	2778028	Sparks Exhibits Holding LLC
SPARKSLINK	78190540	2853498	Sparks Exhibits Holding LLC
SPARKS	77619876	3846967	Sparks Exhibits Holding LLC
	76561066	2920519	3D Experiential LLC
3D EXHIBITS	76561088	2930286	3D Experiential LLC
EVERYTHING MATTERS	77091244	3411372	3D Experiential LLC
FOR REAL	85606280	4322126	3D Experiential LLC