

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM851387

<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>
Good Sportsman Marketing, L.L.C.		08/08/2023	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Alter Domus (US) LLC, as Administrative Agent		
<b>Street Address:</b>	225 W. Washington St., 9th Floor		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60606		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 17</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2666386	WHITETAIL MADNESS	
<b>Registration Number:</b>	2749554	100% WILD	
<b>Registration Number:</b>	2749555	100% WILD 100% FAIR CHASE	
<b>Registration Number:</b>	2674728	DREAM SEASON	
<b>Registration Number:</b>	3657198	BOW MADNESS	
<b>Registration Number:</b>	5054606	NATURAL BORN	
<b>Registration Number:</b>	6420565	DEERCAST	
<b>Registration Number:</b>	6342442	DEERCAST TRACK	
<b>Registration Number:</b>	6458610	BOW MADNESS	
<b>Registration Number:</b>	5967626	LONGBEARD MADNESS	
<b>Registration Number:</b>	6109330	THIRTEEN	
<b>Registration Number:</b>	6367889	DODTV	
<b>Registration Number:</b>	6557094	TURKEY TOUR	
<b>Serial Number:</b>	90478364	ARCHRIVALS	
<b>Registration Number:</b>	7095838	DOD	
<b>Registration Number:</b>	7095851	DOD	
<b>Serial Number:</b>	90743096	DRURY OUTDOORS	
<b>CORRESPONDENCE DATA</b>			

OP \$440.00 2666386

**Fax Number:** 7044448857

***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:** 7043432000

**Email:** TWitcher@mcguirewoods.com

**Correspondent Name:** Terry L. Witcher, Senior Paralegal

**Address Line 1:** McGuireWoods LLP

**Address Line 2:** 201 N. Tryon Street, Suite 3000

**Address Line 4:** Charlotte, NORTH CAROLINA 28202

<b>NAME OF SUBMITTER:</b>	Terry L. Witcher
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<b>SIGNATURE:</b>	/s/ Terry L. Witcher
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<b>DATE SIGNED:</b>	11/06/2023
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**Total Attachments: 6**

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**TRADEMARK SECURITY AGREEMENT**

**TRADEMARKS, TRADEMARK APPLICATIONS  
AND TRADEMARK LICENSES**

August 8, 2023

WHEREAS, the undersigned grantor (the “Grantor”), owns one or more of the Trademarks listed on Schedule 1 annexed hereto and is a party to one or more of the Trademark Licenses, if any, listed on Schedule 1 annexed hereto;

WHEREAS, reference is made to that certain Second Lien Credit Agreement dated as of November 16, 2020 (as amended, restated, supplemented or otherwise modified from time to time, the “Credit Agreement”) among, *inter alia*, GSM Acquisition Corp., a Delaware corporation, the financial institutions from time to time party thereto (together with their respective successors and assigns, “Lenders”) and Alter Domus (US) LLC, as administrative agent for the Lenders (the “Agent”); and

WHEREAS, pursuant to the terms of the Second Lien Guarantee and Collateral Agreement dated as of November 16, 2020 (as amended, restated, supplemented or modified from time to time, the “Collateral Agreement”) among the Grantor, the other grantors party thereto and Agent (in such capacity, together with its successors in such capacity pursuant to the terms of such Collateral Agreement, “Grantee”), the Grantor has granted to Grantee for the ratable benefit of such secured parties a continuing security interest in or other Lien (as defined in the Credit Agreement) on substantially all the assets of the Grantor, including all right, title and interest of the Grantor in, to and under the Trademark Collateral (as defined below), whether now owned or existing or hereafter acquired or arising, to secure the Secured Obligations (as defined in the Collateral Agreement);

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantor does hereby grant to Grantee, to secure the Secured Obligations, a continuing security interest in all of the Grantor’s right, title and interest in, to and under the following (all of the following items or types of property being herein collectively referred to as the “Trademark Collateral”), whether presently existing or hereafter arising or acquired (provided, for the avoidance of doubt, that the Trademark Collateral shall not include any Excluded Property (as defined in the Collateral Agreement)):

- (i) each Trademark (as defined in the Collateral Agreement) owned by the Grantor, including, without limitation, each Trademark registration and application (other than intent-to-use applications) referred to in Schedule 1 hereto, and all of the goodwill of the business connected with the use of, or symbolized by, each such Trademark;
- (ii) each Trademark License (as defined in the Collateral Agreement) to which the Grantor is a party, including, without limitation, each Trademark License, if any, identified in Schedule 1 hereto, and all of the goodwill of the business connected with the use of, or symbolized by, each such Trademark licensed pursuant thereto; and

(iii) all proceeds of and revenues from the foregoing, including, without limitation, all proceeds of and revenues from any claim by the Grantor against third parties for (i) past, present or future unfair competition with, violation of intellectual property rights in connection with, injury to, or infringement or dilution of any Trademark owned by the Grantor, including, without limitation, any Trademark referred to in Schedule 1 hereto, or licensed by the Grantor under any Trademark License, including, without limitation, any Trademark License, if any, identified in Schedule 1 hereto, or (ii) injury to the goodwill associated with any of the foregoing.

The Grantor hereby irrevocably constitutes and appoints Grantee and any officer or agent thereof, with full power of substitution, as its true and lawful attorney-in-fact with full power and authority in the name of the Grantor or in its name, from time to time, in Grantee's discretion, so long as any Event of Default (as defined in the Credit Agreement) shall have occurred and be continuing, to take with respect to the Trademark Collateral any and all appropriate action which the Grantor might take with respect to the Trademark Collateral and to execute any and all documents and instruments which may be necessary or desirable to carry out the terms of this Trademark Security Agreement and to accomplish the purposes hereof.

Except to the extent permitted in the Collateral Agreement or the Credit Agreement, the Grantor agrees not to sell, license, exchange, assign or otherwise transfer or dispose of, or grant any rights with respect to, or mortgage or otherwise encumber, any of the Trademark Collateral.

The foregoing security interest is granted in conjunction with the security interests granted to Grantee pursuant to the Collateral Agreement. The Grantor does hereby further acknowledge and affirm that the rights and remedies of Grantee with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Collateral Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

[signature pages follow]

WITNESS WHEREOF, the Grantor has caused this Trademark Security Agreement to be duly executed by its officer thereunto duly authorized as of the date first set forth above.

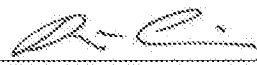
GRANTOR:

GOOD SPORTSMAN MARKETING, L.L.C.

By:   
Name: Alex A. Castro  
Title: EVP Finance

ACKNOWLEDGED:

ALTER DOMUS (US) LLC, as Agent

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

Name: Pinju Chiu

Title: Associate Counsel

[Signature Page to Trademark Security Agreement]

**TRADEMARK**  
**REEL: 008250 FRAME: 0579**

**SCHEDULE 1**

to

**Trademark Security Agreement****TRADEMARKS, TRADEMARK REGISTRATIONS AND****TRADEMARK APPLICATIONS**

	<b>Grantor</b>	<b>Trademark/Image if any</b>	<b>Application Number Application Date</b>	<b>Registration Number Registration Date</b>
1.	Good Sportsman Marketing, L.L.C.	WHITETAIL MADNESS	76377790; 3/4/2002	2666386; 12/24/2002
2.	Good Sportsman Marketing, L.L.C.	100% WILD	76377791; 3/4/2002	2749554; 8/12/2003
3.	Good Sportsman Marketing, L.L.C.	100% WILD 100% FAIR CHASE	76377792; 3/4/2002	2749555; 8/12/2003
4.	Good Sportsman Marketing, L.L.C.	DREAM SEASON	76377793; 3/4/2002	2674728; 1/14/2003
5.	Good Sportsman Marketing, L.L.C.	BOW MADNESS	77626820; 12/4/2008	3657198; 7/21/2009
6.	Good Sportsman Marketing, L.L.C.	NATURAL BORN	86923998; 2/29/2016	5054606; 10/4/2016
7.	Good Sportsman Marketing, L.L.C.	DEERCAST	88496655; 7/1/2019	6420565; 7/13/2021
8.	Good Sportsman Marketing, L.L.C.	DEERCAST TRACK	88576440; 8/13/2019	6342442; 5/4/2021
9.	Good Sportsman Marketing, L.L.C.	BOW MADNESS	88584373; 8/19/2019	6458610; 8/24/2021
10.	Good Sportsman Marketing, L.L.C.	LONGBEARD MADNESS	88584410; 8/19/2019	5967626; 1/21/2020
11.	Good Sportsman Marketing, L.L.C.	THIRTEEN	88617514; 9/16/2019	6109330; 7/21/2020

12.	Good Sportsman Marketing, L.L.C.	DODTV	88909456; 5/11/2020	6367889; 6/1/2021
13.	Good Sportsman Marketing, L.L.C.	TURKEY TOUR	88909467; 5/11/2020	6557094; 11/9/2021
14.	Good Sportsman Marketing, L.L.C.	ARCHRIVALS	90478364; 1/20/2021	Pending
15.	Good Sportsman Marketing, L.L.C.	DOD logo 	90725577; 5/20/2021	7095838; 7/4/2023
16.	Good Sportsman Marketing, L.L.C.	DOD	90743092; 5/28/2021	7095851; 7/4/2023
17.	Good Sportsman Marketing, L.L.C.	DRURY OUTDOORS	90743096; 5/28/2021	Pending

### TRADEMARK LICENSES

None.