

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

Assignment ID: TMI113735

<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>
WORLD 50, INC.		03/22/2024	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Company Name:</b>	Barings Finance LLC, as Administrative Agent		
<b>Street Address:</b>	300 SOUTH TRYON STREET, SUITE 2500		
<b>City:</b>	Charlotte		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	28202		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 40</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5564328	LIFE 50	
<b>Registration Number:</b>	5463934	TREASURY 50	
<b>Registration Number:</b>	5463937	WOMEN EXECUTIVE 50	
<b>Registration Number:</b>	5463939	LEGAL 50	
<b>Registration Number:</b>	5463938	COMMUNICATIONS 50	
<b>Registration Number:</b>	5359347	WORLD 50 LABS	
<b>Registration Number:</b>	5144362	GROWTH 50	
<b>Registration Number:</b>	4993213	INNOVATING 50	
<b>Registration Number:</b>	5263193	ONE°	
<b>Registration Number:</b>	4659699	STAY AHEAD	
<b>Registration Number:</b>	4659277	M50	
<b>Registration Number:</b>	4659279	SC50	
<b>Registration Number:</b>	4659285	R50	
<b>Registration Number:</b>	4659280	S50	
<b>Registration Number:</b>	4666530	CE50	
<b>Registration Number:</b>	4659289	E50	
<b>Registration Number:</b>	4659297	P50	
<b>Registration Number:</b>	4659299	GC50	
<b>Registration Number:</b>	4659304	D50	

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Property Type	Number	Word Mark
Registration Number:	4663020	SECURITY 50
Registration Number:	4663022	DIGITAL 50
Registration Number:	4663023	FINANCE 50
Registration Number:	4659305	F50
Registration Number:	4487869	PROCUREMENT 50
Registration Number:	4472361	GENERAL COUNSEL 50
Registration Number:	4357499	50
Registration Number:	4330859	ENTERPRISE 50
Registration Number:	4330860	STRATEGY 50
Registration Number:	3713643	HR 50
Registration Number:	3713641	GLOBAL 50
Registration Number:	3713640	BRAND 50
Registration Number:	3713642	SUSTAINABILITY 50
Registration Number:	3713639	REVENUE 50
Registration Number:	3713637	MARKETING 50
Registration Number:	3713638	HUMAN RESOURCE 50
Registration Number:	3713636	SUPPLY CHAIN 50
Registration Number:	4606789	ONE DEGREE
Registration Number:	3199464	W50
Registration Number:	3199444	WORLD 50
Registration Number:	7133134	50

**CORRESPONDENCE DATA**

**Fax Number:** 2149813400

*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:** (214)981-3483

**Email:** dclark@sidley.com

**Correspondent Name:** Dusan Clark

**Address Line 1:** Sidley Austin LLP

**Address Line 2:** 2021 McKinney Ave., Suite 2000

**Address Line 4:** Dallas, TEXAS 75201

**ATTORNEY DOCKET NUMBER:** 034632-30760

**NAME OF SUBMITTER:** CHARNELLE CLARK

**SIGNATURE:** CHARNELLE CLARK

**DATE SIGNED:** 03/22/2024

**Total Attachments: 6**

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**TRADEMARK SECURITY AGREEMENT**

**Trademark Security Agreement**, dated as of March 22, 2024, (the “Trademark Security Agreement”) by WORLD 50, INC. (the “Grantor”), in favor of BARINGS FINANCE LLC, in its capacity as administrative agent pursuant to the Credit Agreement (as defined below) (in such capacity, the “Administrative Agent”).

**WITNESSETH:**

WHEREAS, reference is made to that certain Senior Secured Credit Agreement, dated as of March 22, 2024 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “Credit Agreement”), by and among W50 INTERMEDIATE HOLDINGS LLC, a Delaware limited liability company (“Holdings”), W50 HOLDINGS, LLC, a Delaware limited liability company (the “Borrower”), the other Guarantors party thereto from time to time and BARINGS FINANCE LLC, as Administrative Agent and Swing Line Lender, and each lender from time to time party thereto (collectively, the “Lenders”);

WHEREAS, the Grantor is a party to a Security Agreement dated as of March 22, 2024 (as amended, amended and restated, supplemented or otherwise modified from time to time, the “Security Agreement”) in favor of the Administrative Agent pursuant to which the Grantor is required to execute and deliver this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Administrative Agent, for the benefit of the Secured Parties, to enter into the Credit Agreement, the Grantor hereby agrees with the Administrative Agent as follows:

**SECTION 1. Defined Terms.** Unless otherwise defined herein, terms defined in the Security Agreement and used herein have the meaning given to them in the Security Agreement and the Credit Agreement.

**SECTION 2. Grant of Security Interest in Trademark Collateral.** The Grantor hereby pledges and grants to the Administrative Agent for the benefit of the Secured Parties a lien on and security interest in and to all of its right, title and interest in, to and under all the following Collateral (excluding any Excluded Assets) of the Grantor: Trademarks of the Grantor listed on Schedule I attached hereto.

**SECTION 3. The Security Agreement.** The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Administrative Agent pursuant to the Security Agreement and the Grantor hereby acknowledges and affirms that the rights and remedies of the Administrative Agent with respect to the security interest in the Trademarks made and granted hereby are more fully set forth in the Security Agreement, the terms of which are incorporated herein by reference. In the event that any provision of this Trademark Security Agreement is deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall control unless the Administrative Agent shall otherwise determine.

**SECTION 4. Termination.** Upon the termination of the Security Agreement in accordance with Section 6.11 thereof, the Administrative Agent shall, at the expense of the Grantor, execute, acknowledge, and deliver to the Grantor an instrument in writing in recordable form releasing the lien on and security interest in the Trademarks under this Trademark Security Agreement.

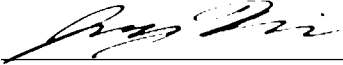
SECTION 5. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Trademark Security Agreement by signing and delivering one or more counterparts.

[Signature pages follow]

WORLD 50, INC.

By: Ken Davis  
Name: Ken Davis  
Title: Chief Executive Officer

BARINGS FINANCE LLC, as Administrative Agent

By:   
Name: Jeremy Henrich  
Title: Managing Director

**Schedule I**  
**Trademark Registrations and Use Applications**

Registrations:

OWNER	REGISTRATION NUMBER	TRADEMARK
World 50, Inc.	5,564,328	LIFE 50
World 50, Inc.	5,463,934	TREASURY 50
World 50, Inc.	5,463,937	WOMEN EXECUTIVE 50
World 50, Inc.	5,463,939	LEGAL 50
World 50, Inc.	5,463,938	COMMUNICATIONS 50
World 50, Inc.	5,359,347	WORLD 50 LABS
World 50, Inc.	5,144,362	GROWTH 50
World 50, Inc.	4,993,213	INNOVATING 50
World 50, Inc.	5,263,193	ONE°
World 50, Inc.	4,659,699	STAY AHEAD
World 50, Inc.	4,659,277	M50
World 50, Inc.	4,659,279	SC50
World 50, Inc.	4,659,285	R50
World 50, Inc.	4,659,280	S50
World 50, Inc.	4,666,530	CE50
World 50, Inc.	4,659,289	E50
World 50, Inc.	4,659,297	P50
World 50, Inc.	4,659,299	GC50
World 50, Inc.	4,659,304	D50
World 50, Inc.	4,663,020	SECURITY 50
World 50, Inc.	4,663,022	DIGITAL 50
World 50, Inc.	4,663,023	FINANCE 50
World 50, Inc.	4,659,305	F50
World 50, Inc.	4,487,869	PROCUREMENT 50



World 50, Inc.	4,472,361	GENERAL COUNSEL 50
World 50, Inc.	4,357,499	50
World 50, Inc.	4,330,859	ENTERPRISE 50
World 50, Inc.	4,330,860	STRATEGY 50
World 50, Inc.	3,713,643	HR 50
World 50, Inc.	3,713,641	GLOBAL 50
World 50, Inc.	3,713,640	BRAND 50
World 50, Inc.	3,713,642	SUSTAINABILITY 50
World 50, Inc.	3,713,639	REVENUE 50
World 50, Inc.	3,713,637	MARKETING 50
World 50, Inc.	3,713,638	HUMAN RESOURCE 50
World 50, Inc.	3,713,636	SUPPLY CHAIN 50
World 50, Inc.	4,606,789	ONE DEGREE
World 50, Inc.	3,199,464	W50
World 50, Inc.	3,199,444	WORLD 50
World 50, Inc.	7,133,134	50

Applications:

<u>OWNER</u>	<u>APPLICATION NUMBER</u>	<u>TRADEMARK</u>
N/A	N/A	N/A