

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM498004

<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>
MANUFACTURERS AND TRADERS TRUST COMPANY		11/02/2018	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SIMPLICITY FINANCIAL MARKETING HOLDINGS INC.		
<b>Also Known As:</b>	f/k/a Futurity First Financial Corporation		
<b>Street Address:</b>	190 Trumbull Street		
<b>Internal Address:</b>	Suite 301		
<b>City:</b>	Hartford		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06103		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4099008	ASSETLOCK	
<b>Registration Number:</b>	4735017	A	
<b>Registration Number:</b>	5247175	ASSETLOCK EQUIPPED ADVISOR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3125693000		
<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>Email:</b>	ipdockets@dbr.com		
<b>Correspondent Name:</b>	MITA K. LAKHIA		
<b>Address Line 1:</b>	DRINKER BIDDLE & REATH LLP		
<b>Address Line 2:</b>	191 N. WACKER DRIVE, SUITE 3700		
<b>Address Line 4:</b>	CHICAGO, ILLINOIS 60606-1698		
<b>NAME OF SUBMITTER:</b>	Mita K. Lakhia		
<b>SIGNATURE:</b>	/Mita K. Lakhia/		
<b>DATE SIGNED:</b>	11/13/2018		
<b>Total Attachments: 5</b>			
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## UNITED STATES TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (this “**Agreement**”) dated as of November 2, 2018 is made by and between Manufacturers and Traders Trust Company, in its capacity as Administrative Agent (together with its successors and assigns, in such capacity, the “**Lender**”), and Simplicity Financial Marketing Holdings Inc. (f/k/a Futurity First Financial Corporation), (together with its successors and permitted assigns, the “**Grantor**”).

WHEREAS, this Agreement will be filed with the respective Patent and Trademark Offices worldwide to among other things indicate that Lender is collateral assignee with respect to the Trademarks (as defined herein) listed on Schedule A hereto;

WHEREAS, Grantor is the owner of certain trademarks, including the applications and registrations thereof, together with the goodwill of the business connected with the use of and symbolized by the trademarks and all proceeds thereof, including, without limitation, any and all past, present and future causes of action which may exist by reason of infringement thereof, set forth on Schedule A hereto (collectively, the “**Trademarks**”); and

WHEREAS, the Grantor and Lender executed an Amended and Restated Security Agreement, dated as of March 19, 2018 (as amended, restated, amended and restated, modified or supplemented from time to time, the “**Security Agreement**”), pursuant to which Grantor granted and agreed to grant to Lender a security interest in certain of its assets to secure obligations owing to Lender and certain other lenders.

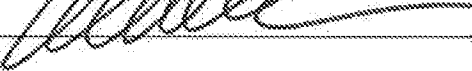
NOW, THEREFORE, for good and valuable consideration, Grantor hereby pledges and grants (and confirms and ratifies all other pledges and grants heretofore made to Lender) to Lender

a security interest and lien in and to the Trademarks to secure the Secured Obligations (as defined in the Security Agreement), subject to the terms and conditions of the Security Agreement.

[Signature Page to Follow]

Executed as of the date first above written.

**GRANTOR: ASSETLOCK, LLC**

By: 

Name: Bruce Donaldson

Title: Chief Executive Officer and President

**LENDER: MANUFACTURERS AND  
TRADERS TRUST COMPANY, in its capacity as  
Administrative Agent,**

By: \_\_\_\_\_  
Name: John Parisio, Jr.

Title: Vice President

*[Signature Page to United States Trademark Security Agreement]*

**TRADEMARK  
REEL: 006480 FRAME: 0728**

Executed as of the date first above written.

**GRANTOR: ASSETLOCK, LLC**

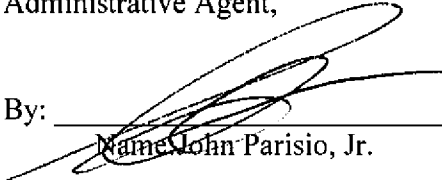
By: \_\_\_\_\_

Name: Bruce Donaldson

Title: Chief Executive Officer and President

**LENDER: MANUFACTURERS AND  
TRADERS TRUST COMPANY**, in its capacity as  
Administrative Agent,

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

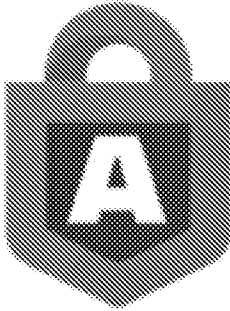
  
Name: John Parisio, Jr.

Title: Vice President

*[Signature Page to United States Trademark Security Agreement]*

**TRADEMARK  
REEL: 006480 FRAME: 0729**

**Schedule A**

<b>Country</b>	<b>Trademark</b>	<b>App. No./ App. Date</b>	<b>Reg. No./ Reg. Date</b>
<b>United States</b>	ASSETLOCK	85/363,638 July 5, 2011	4,099,008 February 14, 2012
<b>United States</b>		86/405,184 September 24, 2014	4,735,017 May 12, 2015
<b>United States</b>	ASSETLOCK EQUIPPED ADVISOR	86/881,907 January 21, 201	5,247,175 July 18, 2017