

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM682857

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BDS CONNECTED SOLUTIONS, LLC		06/26/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	CORTLAND CAPITAL MARKET SERVICES LLC, as Collateral Agent		
Street Address:	225 W. Washington Street		
Internal Address:	9th Floor		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	6415693	HYPE HIVE	
Registration Number:	6415692	TAP A TECH	
Registration Number:	4935404	CREATIVE CHANNEL SERVICES	
Registration Number:	3212415	CYBERSCHOLAR	
Registration Number:	3065803	BDS MKTG	
Serial Number:	90251639	BRIGHTSHOPS	
Serial Number:	90251646	BRANDFLUENCERS	
Serial Number:	90251635	STORYSTREAMS	
Serial Number:	88763796	IOTRACE	
CORRESPONDENCE DATA			
Fax Number:	7043311159		
<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>			
Phone:	7043311000		
Email:	PTO_TMconfirmation@mvalaw.com, maryelizabethzaldivar@mvalaw.com		
Correspondent Name:	Moore & Van Allen PLLC		
Address Line 1:	100 North Tryon Street		

OP \$240.00 6415693

Address Line 2:	Suite 4700, ATTN: IP DEPARTMENT
Address Line 4:	Charlotte, NORTH CAROLINA 28202

ATTORNEY DOCKET NUMBER:	043732.000026
--------------------------------	---------------

NAME OF SUBMITTER:	John Slaughter
---------------------------	----------------

SIGNATURE:	/john slaughter/
-------------------	------------------

DATE SIGNED:	10/21/2021
---------------------	------------

Total Attachments: 4

source=NGSI-T - BDS Connected Solutions, LLC to Cortland Capital Market Services LLC, as Collateral Agent#page1.tif

source=NGSI-T - BDS Connected Solutions, LLC to Cortland Capital Market Services LLC, as Collateral Agent#page2.tif

source=NGSI-T - BDS Connected Solutions, LLC to Cortland Capital Market Services LLC, as Collateral Agent#page3.tif

source=NGSI-T - BDS Connected Solutions, LLC to Cortland Capital Market Services LLC, as Collateral Agent#page4.tif

NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Please be advised that pursuant to the Security and Pledge Agreement dated as of June 26, 2019 (as may be amended, modified, supplemented, extended and restated from time to time, the “Security Agreement” – capitalized terms used and not otherwise defined herein have the meanings ascribed therein) by and among the Grantor and CORTLAND CAPITAL MARKET SERVICES LLC, as collateral agent (including any successor, participant, assignee or transferee thereof, “Collateral Agent”), the undersigned Grantor has granted to the Collateral Agent, for the ratable benefit of the Secured Parties, a continuing security interest in such Grantor’s right, title and interest in and to all the trademarks, trademark registrations and trademark applications set forth on Schedule 1 attached hereto.

The undersigned Grantor and the Collateral Agent hereby acknowledge and agree that (i) the security interest in the trademarks, trademark registrations and trademark applications set forth on Schedule 1 attached hereto may only be terminated in accordance with the terms of the Security Agreement, (ii) the security interest is not an assignment of any trademark, trademark registration or trademark application, and (iii) in the event of any conflict between the terms of this notice and the terms of the Security Agreement, the terms of the Security Agreement shall govern. This notice may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original.

Very truly yours,

BDS CONNECTED SOLUTIONS, LLC
a Delaware limited liability company

By: Craig Hille
Name: Craig Hille
Title: Manager

[Signature Page to Notice of Grant of Security Interest in Trademarks]

TRADEMARK
REEL: 007467 FRAME: 0951

Acknowledged and Accepted:

CORTLAND CAPITAL MARKET SERVICES LLC, as Collateral Agent

By: 

Name: Matthew Trybula

Title: Associate Counsel

[Signature Page to Notice of Grant of Security Interest in Trademarks]

Schedule 1

**BDS Connected Solutions, LLC
(Delaware Limited Liability Company)**

U.S. Trademarks

Trademark Registrations

Mark	Reg. No.	Reg. Date
HYPE HIVE	6415693	07/13/2021
TAP A TECH	6415692	07/13/2021
CREATIVE CHANNEL SERVICES	4935404	04/12/2016
CYBERSCHOLAR	3212415	02/27/2007
BDS MKTG	3065803	03/07/2006

Trademark Applications

Mark	Appl. No.	Filing Date
BRIGHTSHOPS	90251639	10/13/2020
BRANDFLUENCERS	90251646	10/13/2020
STORYSTREAMS	90251635	10/13/2020
IOTRACE	88763796	01/17/2020