

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM707923

<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>
DEMANDDRIVE LLC		02/11/2022	Limited Liability Company: NEW HAMPSHIRE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	THE PROVIDENT BANK		
<b>Street Address:</b>	5 Market Street		
<b>City:</b>	Amesbury		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	01913		
<b>Entity Type:</b>	Chartered Bank: MASSACHUSETTS		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	97217493	DD	
<b>Serial Number:</b>	97217508	DEMANDDRIVE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9736247070		
<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>Phone:</b>	9736224444		
<b>Email:</b>	mfriscia@mccarter.com, kknoll@mccarter.com		
<b>Correspondent Name:</b>	Michael R. Friscia		
<b>Address Line 1:</b>	McCarter & English, LLP		
<b>Address Line 2:</b>	100 Mulberry Street, 4 Gateway Center		
<b>Address Line 4:</b>	Newark, NEW JERSEY 07102		
<b>ATTORNEY DOCKET NUMBER:</b>	134336-00010		
<b>NAME OF SUBMITTER:</b>	Michael R. Friscia		
<b>SIGNATURE:</b>	/Michael R. Friscia/		
<b>DATE SIGNED:</b>	02/11/2022		
<b>Total Attachments: 7</b>			
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**INTELLECTUAL PROPERTY PLEDGE AND SECURITY AGREEMENT**

This INTELLECTUAL PROPERTY PLEDGE AND SECURITY AGREEMENT (“**Agreement**”) is entered into as of February 11, 2022, by and between (a) **THE PROVIDENT BANK** with an address of 5 Market Street, Amesbury, Massachusetts 01913 (“**Secured Party**”), and (b) **DEMANDDRIVE LLC**, a New Hampshire limited liability company with an address of 135 Beaver Street, Suite 308, Waltham, MA 02452 (“**Debtor**”).

This Agreement is being delivered by Debtor to Secured Party pursuant to the Amended and Restated Loan and Agreement, dated as of the date hereof (the “**Loan Agreement**”), by and between Secured Party, Debtor, DATA FUEL MEDIA, LLC, a Massachusetts limited liability company (“**Data Fuel**”); and DEMANDDRIVE HOLDINGS, LLC, a Delaware limited liability company (“**Demand Holdings**” and, together with Debtor and Data Fuel, individually and collectively, jointly and severally, the “**Borrower**”). All capitalized terms used herein and not otherwise defined have the same meaning ascribed to them in the Loan Agreement.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, as collateral security for the prompt and complete payment when due of its Obligations, as herein defined, Debtor agrees as follows:

1. **PLEDGE AND GRANT OF SECURITY**

1.1. **Secured Obligations.** The security interest granted hereby shall secure the payment and performance of all of Borrower’s obligations to Secured Party, including but not limited to those pursuant to the Loan Agreement, the Notes and the other Financing Agreements, including without limitation the payment of any outstanding indebtedness thereunder (the “**Obligations**”).

1.2. **Pledge and Grant of Security Interest.** To secure the Obligations, Debtor grants and pledges to Secured Party a first priority security interest in, and lien upon, all of Debtor’s right, title and interest in, to and under its intellectual property (all of which shall collectively be called the “**Intellectual Property Collateral**”), including, without limitation, the following:

(a) any and all copyright rights, copyright applications, copyright registrations and like protections in each work or authorship and derivative work thereof, whether published or unpublished and whether or not the same also constitutes a trade secret, now or hereafter existing, created, acquired or held (collectively, the “**Copyrights**”);

(b) any and all trade secrets, and any and all intellectual property rights in computer software and computer software products now or hereafter existing, created, acquired or held;

(c) any and all design rights that may be available to Debtor now or hereafter existing, created, acquired or held;

(d) all patents, patent applications and like protections including, without limitation, improvements, divisions, continuations, renewals, reissues, extensions and continuations-in-part of the same (collectively, the “**Patents**”);

(e) any trademark and servicemark rights, whether registered or not, applications to register and registrations of the same and like protections, and the entire goodwill of the business of Debtor connected with and symbolized by such trademarks (collectively, the “**Trademarks**”);

(f) any and all claims for damages by way of past, present and future infringements of any of the rights included above, with the right, but not the obligation, to sue for and collect such damages for said use or infringement of the intellectual property rights identified above;

(g) all licenses or other rights to use any of the Copyrights, Patents, or Trademarks and all license fees and royalties arising from such use to the extent permitted by such license or rights

(h) all amendments, renewals and extensions of any of the Copyrights, Trademarks or Patents;

(i) all Intellectual Property as defined in the demandDrive SPA (as that term is defined in the Loan Agreement), including, without limitation, as identified on **Exhibit A** hereto, whether or not Copyrights, Patents or Trademarks; and

(j) all proceeds and products of the foregoing, including without limitation all payments under insurance or any indemnity or warranty payable in respect of any of the foregoing.

Debtor hereby authorizes Secured Party to (a) amend the exhibits to this Agreement, in consultation with the Borrower, to include any Intellectual Property Collateral which Debtor obtains subsequent to the date of this Agreement and (b) file a duplicate original of this Agreement containing amended exhibits reflecting such new Intellectual Property Collateral.

1.3. Financing Statements and Other Action. Debtor agrees to do all acts that Secured Party reasonably deems necessary or desirable to protect the security interest granted hereby or to otherwise carry out the provisions of this Agreement, including, but not limited to, the executing financing, continuation, amendment and termination statements and similar instruments. After the occurrence and effective upon an Event of Default, Debtor irrevocably appoints Secured Party as Debtor’s attorney-in-fact to (a) do all acts Debtor may be required to do under this Agreement and (b) file any and all financing statements Secured Party deems necessary or advisable to protect, maintain or perfect its security interest in the Intellectual Property Collateral. All reasonable charges, expenses and fees Secured Party may incur in obtaining or filing any of the foregoing shall be charged to the Debtor’s account, added to the Obligations and payable on demand.

1.4. Remedies Cumulative. This security interest is granted in conjunction with the security interest granted to Secured Party under the Loan Agreement. The rights and remedies of Secured Party with respect to the security interest granted hereby are in addition to those set forth in the Loan Agreement and the other Financing Agreements, and those which are now or hereafter available to Secured Party as a matter of law or equity. Each right, power and remedy of Secured Party provided for herein or in the Loan Agreement, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall be in addition to every right, power or remedy provided for herein and the exercise by Secured Party of any one or more of the rights, powers or

remedies provided for in this Agreement or the Loan Agreement, or now or hereafter existing at law or in equity, shall not preclude the simultaneous or later exercise by any person, including Secured Party, of any or all other rights, powers or remedies.

## 2. MISCELLANEOUS

2.1. Waiver of Jury Trial. DEBTOR HEREBY KNOWINGLY, VOLUNTARILY, INTENTIONALLY AND IRREVOCABLY WAIVES THE RIGHT TO A TRIAL BY JURY IN RESPECT OF ANY CLAIM ARISING OUT OF, UNDER, OR IN CONNECTION WITH THIS AGREEMENT, ANY DOCUMENT, INSTRUMENT OR AGREEMENT EVIDENCING, GOVERNING OR SECURING THIS AGREEMENT OR ANY COURSE OF CONDUCT, COURSE OF DEALINGS, STATEMENTS (WHETHER VERBAL OR WRITTEN) OR ACTION OF ANY PARTY. THIS WAIVER CONSTITUTES A MATERIAL INDUCEMENT FOR SECURED PARTY TO ENTER INTO THE TRANSACTIONS EVIDENCED BY THE FINANCING AGREEMENTS.

2.2. Future Advances. It is the intent of the parties hereto that this Agreement shall secure all of the obligations, covenants, terms and agreements contained in the Financing Agreements, this Agreement and all other obligations secured hereby, regardless of how they arose or were acquired, now existing or hereafter arising, regardless of the date of any advances under the Financing Agreements, and to secure any other amount or amounts that may be added to the Obligations, including, without limitation, all additional or further moneys that may be advanced by Secured Party from time to time to or on behalf of Debtor and/or the other Borrower entities after the date hereof. Such additional advances may include, without limitation, any advances under any future revolving credit or other credit facility extended to Debtor and/or the other Borrower entities by Secured Party. The total amount of indebtedness secured hereby may decrease or increase from time to time by the parties, which future advances of money, if made, may be evidenced by a note or notes executed by Debtor and/or the other Borrower entities to Secured Party bearing such rate of interest and with such maturities as may be to be determined from time to time. Nothing herein contained shall be deemed an obligation on the part of Secured Party to make any future advances. Without limiting any term of this Agreement, in addition to the all of the obligations, covenants, terms and agreements contained in the Financing Agreements and all of the other and all other obligations secured hereby, this Agreement is given to, and shall, secure any and all obligations of Debtor to Secured Party arising by virtue of any security agreement, note, or other agreement between Debtor and Secured Party, and all liabilities of Debtor to Secured Party (primary, secondary, direct, contingent, sole, joint or several, whether similar, dissimilar or related or unrelated) due or to become due or that may hereafter be contracted or acquired.

2.3. Notices. Any notice under this Agreement shall be given in accordance with the Loan Agreement.

2.4. Successors and Assigns. This Agreement shall inure to the benefit of and shall bind the heirs, executors, administrators, legal representatives, successors and assigns of the parties. The obligations of Debtor, if more than one, shall be joint and several.

2.5. Interpretation. Reference to the singular or the plural shall be deemed to include the other where the context requires. In particular, the use of the term “Debtor” in the singular shall include all debtors and the default of any Debtor shall be deemed to be a default of all Debtors.

2.6. Governing Law. This Agreement shall be governed by and construed under the laws of the Commonwealth of Massachusetts.

2.7. Severability. Whenever possible, each provision of this Agreement shall be interpreted in such manner as to be effective and valid under applicable law, but if any provision of this Agreement shall be prohibited by or invalid under applicable law, such provision shall be ineffective only to the extent of such prohibition or invalidity, without invalidating the remainder of such provisions or the remaining provisions of this Agreement.

2.8. Venue. Any disputes hereunder shall be exclusively litigated in state or federal courts sitting in Boston, Massachusetts.

2.9. Cross-Default. An Event of Default by Debtor under this Agreement shall constitute an Event of Default under the Loan Agreement and all other Financing Agreements.

2.10. Counterparts. This Agreement may be executed in any number of counterparts all of which taken together shall constitute one and the same instrument, and any of the parties or signatories hereto may execute this Agreement by signing any such counterpart.

**[SIGNATURE PAGE FOLLOWS]**

IN WITNESS WHEREOF, this Intellectual Property Pledge and Security Agreement has been duly executed under seal as of the day and year first above written.

DEBTOR:

**DEMANDDRIVE LLC**

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

Name: Robert E. Horton

Title: Chairman

SECURED PARTY:

**THE PROVIDENT BANK**

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

Name: Kevin Barton

Title: Senior Vice President

**TRADEMARK**

**REEL: 007631 FRAME: 0947**

IN WITNESS WHEREOF, this Intellectual Property Pledge and Security Agreement has been duly executed under seal as of the day and year first above written.

DEBTOR:

**DEMANDDRIVE LLC**

By: \_\_\_\_\_  
Name: Robert E. Horton  
Title: Chairman

SECURED PARTY:


**THE PROVIDENT BANK**

By: Kevin M. Barton  
Name: Kevin Barton  
Title: Senior Vice President



**EXHIBIT A**

1) Trade Marks and Trade Names:

Mark	App. No.	Reg. No.	Reg. Date	Owner
 <p>The mark consists of a lowercase "d" followed by an uppercase "D".</p>	97/217,493	Pending	Pending; Application date is January 13, 2022	demandDrive LLC
DEMANDDRIVE	97/217,508	Pending	Pending; Application date is January 13, 2022	demandDrive LLC