

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM867102

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dear Media LLC		12/15/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	North Mill Capital LLC		
Doing Business As:	DBA SLR Business Credit		
Street Address:	821 Alexander Road, Suite 130		
City:	Princeton		
State/Country:	NEW JERSEY		
Postal Code:	08540		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Serial Number:	98176273	DITL	
Serial Number:	97654143	GOOD INSTINCTS	
Serial Number:	97359014	BACK TO THE BEACH WITH KRISTIN AND STEPH	
Serial Number:	97207522	GOOD MORNING, MONSTER	
Serial Number:	90980396	BONE MARRY BURY	
Serial Number:	90980490	SUMMER OF GOLD	
Serial Number:	90641115	SUMMER OF GOLD	
Serial Number:	90641105	BONE MARRY BURY	
Serial Number:	90980367	I AM AMERICA	
Serial Number:	90611663	I AM AMERICA	
Registration Number:	5880969	DEAR MEDIA	
CORRESPONDENCE DATA			
Fax Number:	6099190677		
<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:	7703103426		
Email:	vheller@slrbusinesscredit.com		
Correspondent Name:	Vicki Heller		

OP \$290.00 98176273

Address Line 1: 821 Alexander Road, Suite 130
Address Line 4: Princeton, NEW JERSEY 08540

NAME OF SUBMITTER: Vicki Heller

SIGNATURE: /Vicki Heller/

DATE SIGNED: 01/10/2024

Total Attachments: 5

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COLLATERAL ASSIGNMENT

(Security Agreement)

(Trademarks)

Effective: December 15, 2023

WHEREAS, DEAR MEDIA LLC, a Delaware limited liability company (“**Media**”), **DEAR MEDIA PRODUCTION LLC**, a Delaware limited liability company (“**Media Production**”), **DEAR MEDIA IP LLC**, a Delaware limited liability company (“**Media IP**”), **DEAR MEDIA PARTNERS LLC**, a Delaware limited liability company (“**Media Partners**,” and together with Media, Media Production and Media IP, individually and collectively, jointly and severally (“**Assignor**”), located and doing business at 200 W. 6th Street, Suite 2660, Austin, Texas 78701, is the owner of the certain trademarks which are registered in the United States Patent and Trademark Office.

WHEREAS, NORTH MILL CAPITAL LLC, a Delaware limited liability company, d/b/a **SLR Business Credit** (“**Assignee**”), located and doing business 821 Alexander Road, Suite 130, Princeton, New Jersey 08540, has extended and may hereafter extend credit to Assignor, and Assignor has executed and delivered to Assignee a certain Revolving Credit Master Promissory Note dated December 15, 2023 (as amended, modified, supplemented, substituted, extended or renewed from time to time, the “**Note**”) evidencing the present and future advances of credit by Assignee to Assignor, and Assignor may in the future execute and deliver to Assignee other notes evidencing the advances of credit by Assignee to Assignor; and

WHEREAS, Assignor has executed and delivered to Assignee a certain Loan and Security Agreement dated as of December 15, 2023 (as amended, modified, supplemented, substituted, extended or renewed from time to time, the “**Loan Agreement**”) pursuant to which Assignor grants to Assignee a security interest in substantially all assets of Assignor to secure all of Assignor’s Obligations (as defined in the Loan Agreement) to Assignee and Assignor may hereafter execute and deliver to Assignee other similar security agreements; and

WHEREAS, in order to further secure Assignor’s present and future Obligations (as defined in the Loan Agreement) to the Assignee, Assignor wishes to grant to Assignee a security interest in the Collateral and the goodwill and certain other assets with respect to the Collateral, as further set forth herein.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor, as additional security for the full payment and performance of the Obligations, and to further evidence the security interest granted to the Assignee pursuant to the Loan Agreement, hereby assigns, sells, transfers, and conveys to Assignee and grants to Assignee a security interest in all of Assignor’s right, title and interest in:

(a) all state (including common law), federal and foreign trademarks, service marks and tradenames, and application registration of such trademarks, service marks and trade names (but excluding any application to register any trademark, service mark or other mark prior to the filing under applicable law of a verified statement of use (or the equivalent) for such trademark, service mark or other mark to the extent the creation of a security interest therein or the grant of a mortgage thereon would void or invalidate such trademark, service mark or other mark) (the “**Trademarks**”), all licenses relating to any of the foregoing and all income and royalties with respect to any licenses (including such marks, names and applications described in **Exhibit A** attached hereto), whether registered or unregistered and wherever registered, all rights to sue for past, present or future infringement or unconsented use thereof, all rights arising therefrom and pertaining thereto and all reissues, extensions and renewals thereof;

(b) all right of action, claims for damages, profits and costs, all other demands for any sum or sums of money whatsoever which it has or may have either at law or in equity, against any and all persons, firms, corporations and associations by reason of claims of infringement upon said Trademarks;

(c) the entire goodwill of or associated with the business now ore hereafter conducted by Assignor connected with and symbolized by any of the aforementioned properties and assets;

(d) all general intangibles and all intangible intellectual or other similar property of Assignor of any kind or nature, associated with or arising out of any of the aforementioned properties and assets and not otherwise described above;

(e) all proceeds of any or all of the foregoing (including license royalties, rights to payments, accounts and proceeds of infringement suits) and, to the extent not otherwise included, all payments under insurance (whether or not Assignee is the loss payee thereof) or any indemnity warranty or guaranty payable by reason of loss or damage to or otherwise with respect to the foregoing.

All of the foregoing items set forth in clauses (a) through (e) are hereinafter referred to collectively as the “**Collateral.**” Notwithstanding the foregoing, Collateral shall not include any “intent-to-use” application for registration of a trademark filed pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. § 1051, prior to the first use in commerce or the filing of a “Statement of Use” pursuant to Section 1(d) of the Lanham Act of an “Amendment to Allege Use” pursuant to Section 1(c) of the Lanham Act with respect thereto, solely to the extent, if any, that and solely during the period, if any, in which, the grant of a security interest therein would impair the validity or enforceability of any registration that issues from such intent-to-use application under applicable federal law.

AND Assignor and Assignee agree as follows:

1. Representations and Warranties. Assignor represents and warrants to Assignee that a true and correct listing of all of the existing Collateral consisting of U.S. trademarks, service marks, trade names, and all trademark, service mark and trade name applications owned by Assignor, in whole or in part, is set forth in **Exhibit A.**

2. Assignor’s Obligations. Assignor agrees that, notwithstanding this Assignment, it will perform and discharge and remain liable for all its covenants, duties, and obligations arising in connection with the Collateral and any licenses and agreements related thereto as required under the Loan Agreement. Assignee shall have no obligation or liability in connection with the Collateral or any licenses or agreements relating thereto by reason of this Assignment or any payment received by Assignee relating to Collateral, nor shall Assignee be required to perform any covenant, duty, or obligation or Assignor arising in connection with the Collateral or any license or agreement related thereto or to take any other action regarding the Collateral or any such licenses or agreement.

Assignor shall have the obligation to maintain, preserve or renew the Trademarks, and take any action to prohibit the infringements or unauthorized use of same by any third party. Assignee shall have no obligation to maintain, preserve or renew the Trademarks, nor to take any action to prohibit the infringements or unauthorized use of same by any third party.

3. Use Prior to Default. Unless and until an Event of Default under, and as defined in or under the Loan Agreement, or under any future note evidencing the Obligations in favor of Assignee, shall occur and be continuing, Assignor shall retain the legal and equitable title to the Trademarks and shall have the right to use the Collateral, subject to the terms and covenants of the Loan Agreement, and this Assignment.

4. Remedies Upon Default. Whenever any Event of Default under and defined in the Loan Agreement or under any future note evidencing the Obligations, shall occur, Assignor’s rights pursuant to Section 2 hereof shall terminate and be null and void, and Assignee shall have all the rights and remedies granted to it in such event by the Loan Agreement or security agreements, which rights and remedies are specifically incorporated herein by reference and made a part hereof. Assignee in such event may collect directly any payments due to Assignor in respect of the Collateral and may sell, license, lease, assign, or otherwise dispose of the Collateral in the manner set forth in the Loan Agreement or in any security agreement by Assignor in favor of Assignee. Assignor agrees that, in the event of any disposition of the Collateral upon any such Event of Default, it will duly execute, acknowledge, and deliver all documents necessary or advisable to record title to the Collateral in any transferee or transferees thereof, including, without limitation, valid, recordable assignments of the Trademarks. In the event Assignor fails or refuses to execute and deliver such documents, Assignor hereby irrevocably appoints Assignee as its attorney-in-fact, with power of

substitution, to execute, deliver, and record any such documents on Assignor's behalf. For the purpose of enabling Assignee to exercise rights and remedies upon any such Event of Default, Assignee hereby grants to Assignee an irrevocable, non-exclusive license (exercisable without payment of royalty or other compensation to Assignor) to use, assign, license, or sub-license any of the Collateral, now owned or hereafter acquired by Assignor, and wherever the same may be located.

5. Cumulative Remedies. This Assignment has been entered into in conjunction with the security interest granted to Assignee under the Loan Agreement. The rights and remedies provide herein are cumulative and not exclusive of any other rights or remedies provided by law. The rights and remedies provided herein are intended to be in addition to and not in substitution of the rights and remedies provided by the Loan Agreement or any other agreement or instrument delivered in connection therewith.

6. Amendments and Waivers. This Assignment may not be modified, supplemented or amended, or any of its provisions waived at the request of Assignor, without the prior written consent of Assignee.

7. Reassignment. At such time as Assignor shall completely satisfy all of the Obligations, Assignee will, at Assignor's request, execute and deliver to Assignor all deeds, assignments and other instruments as may be necessary or proper to re-vest Assignor full title to the Collateral, subject to disposition thereof which may have been made by Assignee pursuant hereto.

8. Severability. If any clause or provision of this Assignment shall be held invalid or unenforceable, in whole or in part, in any jurisdiction, such invalidity or unenforceability shall attach only to such clause or provision, or part thereof, and shall not in any manner affect any other clause or provision in any jurisdiction.

9. Notices. All notices, requests and demands to or upon Assignor or Assignee under this Assignment shall be given in the manner prescribed in the Loan Agreement.

10. Governing Law. This Assignment shall be governed by, construed, applied and enforced in accordance with the substantive laws of the State of New Jersey and the United States of America as applicable.

[Signature Page Follows]

IN WITNESS WHEREOF, the parties have entered into this Collateral Assignment on this 15 day of December, 2023.

DEAR MEDIA LLC

DocuSigned by:
By: Michael Bosstick
Name: Michael Bosstick
Title: CEO

DEAR MEDIA PRODUCTION LLC

DocuSigned by:
By: Michael Bosstick
Name: Michael Bosstick
Title: CEO

DEAR MEDIA IP LLC

DocuSigned by:
By: Michael Bosstick
Name: Michael Bosstick
Title: CEO

DEAR MEDIA PARTNERS LLC

DocuSigned by:
By: Michael Bosstick
Name: Michael Bosstick
Title: CEO

NORTH MILL CAPITAL LLC

DocuSigned by:
By: Beatriz Hernandez
Name: Beatriz Hernandez
Title: Executive Vice President

**Exhibit A
Trademarks****Trademarks**

SERIAL#	REG.#	WORD MARK	REGISTRATION/FILING DATE
98176273		DITL	September 12, 2023
97654143		GOOD INSTINCTS	October 29, 2022
97359014		BACK TO THE BEACH WITH KRISTIN AND STEPHEN	April 12, 2022
97207522		GOOD MORNING, MONSTER	January 7, 2022
90980396		BONE MARRY BURY	April 13, 2021
90980490		SUMMER OF GOLD	April 13, 2021
90641115		SUMMER OF GOLD	June 14, 2022
90641105		BONE MARRY BURY	April 13, 2021
90980367		I AM AMERICA	June 14, 2022
90611663		I AM AMERICA	June 14, 2022
87981619	5880969	DEAR MEDIA	October 8, 2019