

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TM1254049

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dynata, LLC	FORMERLY Survey Sampling International, LLC	05/23/2024	Limited Liability Company: DELAWARE
Research Now Group, LLC	FORMERLY Research Now Group, Inc.	05/23/2024	Limited Liability Company: DELAWARE
Imperium, LLC		05/23/2024	Limited Liability Company: CONNECTICUT
Branded Research, Inc.		05/23/2024	Corporation: DELAWARE
Inbrain Holdings, LLC		05/23/2024	Limited Liability Company: GEORGIA
RECEIVING PARTY DATA			
Company Name:	Wilmington Savings Fund Society, FSB		
Street Address:	500 Delaware Avenue		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	Federal Savings Bank: DELAWARE		
PROPERTY NUMBERS Total: 35			
Property Type	Number	Word Mark	
Registration Number:	2516570	E	
Registration Number:	3461944	E E-REWARDS MEDICAL MARKET RESEARCH	
Registration Number:	3526183	PEANUT LABS	
Registration Number:	3336960	OMNIPULSE	
Registration Number:	3462006	E E-REWARDS OPINION PANEL	
Registration Number:	4028940	PEANUT LABS	
Registration Number:	3343127	E-REWARDS	
Registration Number:	2368959	E-REWARDS	
Registration Number:	2946287	MILES FOR MINUTES	
Registration Number:	2810905	SURVEYSPOT	
Registration Number:	3477619	U.TALK.BACK	
Registration Number:	6348630	DYNATA	
Registration Number:	6348631	DYNATA	

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Property Type	Number	Word Mark
Registration Number:	5633656	SMARTAR
Registration Number:	5242865	SAMPLEPLUS
Registration Number:	4511341	SAMPLIFY
Registration Number:	2333468	MARKETSIGHT
Registration Number:	6631974	BRANDED SURVEYS
Registration Number:	6631959	BRANDED RESEARCH
Registration Number:	6473174	NATIVE SURVEYS
Registration Number:	6061804	INBRAIN
Registration Number:	5638123	BILLSBOARD
Registration Number:	5647485	SCREEN STASH
Registration Number:	5570544	APPS THAT PAY
Registration Number:	5377311	TAPS FOR MONEY
Registration Number:	5427271	ZAP SURVEYS
Registration Number:	4883156	REAL ANSWER
Registration Number:	4798317	RELEVANTID
Registration Number:	4678072	MINTVINE
Registration Number:	4264399	IMPERIUM
Registration Number:	3844770	VERITY
Registration Number:	3560657	RELEVANTID
Registration Number:	2634692	IMPERIUM
Registration Number:	2612392	IMPERIUM
Registration Number:	2189100	IMPERIUM

CORRESPONDENCE DATA

Fax Number: 9494754754

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: (949)451-3800

Email: skann@gibsondunn.com

Correspondent Name: Stephanie Kann

Address Line 1: 3161 Michelson Drive

Address Line 2: Gibson, Dunn & Crutcher LLP

Address Line 4: Irvine, CALIFORNIA 92612

ATTORNEY DOCKET NUMBER:	23629-00001
NAME OF SUBMITTER:	STEPHANIE KANN
SIGNATURE:	STEPHANIE KANN
DATE SIGNED:	05/23/2024

Total Attachments: 7

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SUPER-PRIORITY SENIOR SECURED DEBTOR-IN-POSSESSION TRADEMARK SECURITY AGREEMENT dated as of May 23, 2024 (this “Agreement”), among each of the undersigned grantors (individually a “Grantor”, and collectively, the “Grantors”) and Wilmington Savings Fund Society, FSB (“WSFS”), as collateral agent (WSFS, in such capacity, the “Collateral Agent”).

Reference is made to (a) the Super-Priority Senior Secured Debtor-In-Possession Credit Agreement, dated as of May 23, 2024 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “Credit Agreement”), among New Insight Holdings, Inc., a Delaware corporation (“Holdings”), the Intermediate Holdings Guarantors party thereto, Research Now Group, LLC, a Delaware limited liability company (“RN Borrower”), Dynata, LLC, a Delaware limited liability company (“Dynata Borrower”, and collectively with RN Borrower, the “Borrowers”; RN Borrower and Dynata Borrower, each a “Borrower”), the lenders party thereto from time to time (the “Lenders”) and Wilmington Savings Fund Society, FSB, as Administrative Agent, and (b) the Super-Priority Senior Secured Debtor-In-Possession Collateral Agreement dated of even date with the Credit Agreement (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “DIP Collateral Agreement”), among Holdings, the Intermediate Holdings Guarantors from time to time party thereto, the Borrowers, the other Grantors from time to time party thereto and Wilmington Savings Fund Society, FSB, as Collateral Agent. The Lenders have agreed to extend credit to the Borrowers subject to the terms and conditions set forth in the Credit Agreement. Each Grantor is an Affiliate of the Borrowers and is willing to execute and deliver this Agreement in order to induce the Lenders to make additional Loans and as consideration for Loans previously made. Accordingly, the parties hereto agree as follows:

SECTION 1. Terms. Capitalized terms used in this Agreement and not otherwise defined herein have the meanings specified in the DIP Collateral Agreement. The rules of construction specified in Section 1.01(b) of the DIP Collateral Agreement also apply to this Agreement.

SECTION 2. Grant of Security Interest. As security for the payment or performance, as the case may be, in full of the Secured Obligations, each Grantor hereby grants to the Collateral Agent, for the benefit of the Secured Parties, a security interest (the “Security Interest”) in all of such Grantor’s right, title and interest in, to and under all of such Grantor’s United States Trademarks, including, but not limited to, the trademark applications and trademark registrations referred to in Schedule I attached hereto (the “Trademark Collateral”). This Agreement is not to be construed as an assignment of any Trademark Collateral and shall not be deemed to grant a security interest in any intent-to-use trademark applications filed in the United States Patent and Trademark Office, pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. Section 1051, prior to the accepted filing of a “Statement of Use” pursuant to Section 1(d) of the Lanham Act or an accepted filing of an “Amendment to Allege Use” pursuant to Section 1(c) of the Lanham Act but only 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 such trademark, intent-to-use trademark application, or resulting trademark registration or result in cancellation of such trademark application or registration under applicable federal law.

SECTION 3. Collateral Agreement. The Security Interest granted to the Collateral Agent herein is granted in furtherance, and not in limitation, of the security interests granted to the Collateral Agent pursuant to the DIP Collateral Agreement. Each Grantor hereby acknowledges and affirms that the rights and remedies of the Collateral Agent with respect to the Trademark Collateral are more fully set forth in the DIP Collateral Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein. In the event of any conflict between the terms of this Agreement and the DIP Collateral Agreement, the terms of the DIP Collateral Agreement shall govern.

SECTION 4. Termination. Upon the Termination Date, the Security Interest granted herein shall terminate immediately and automatically and the Collateral Agent shall execute, acknowledge,

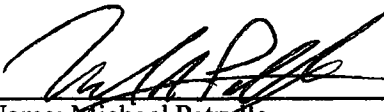
and deliver to the Grantors an instrument in writing in recordable form releasing the collateral pledge, grant, assignment, lien and Security Interest in the Trademark Collateral under this Agreement.

SECTION 5. Counterparts. This Agreement may be executed in counterparts (and by different parties hereto on different counterparts), each of which shall constitute an original but all of which when taken together shall constitute a single contract. Delivery of an executed signature page to this Agreement by facsimile or other electronic transmission shall be effective as delivery of a manually signed counterpart of this Agreement.

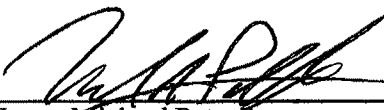
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IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the day and year first above written.

DYNATA, LLC (f/k/a SURVEY SAMPLING INTERNATIONAL, LLC), as a Grantor

By: 
Name: Michael Petruccio
Title: President


RESEARCH NOW GROUP, LLC (f/k/a RESEARCH NOW GROUP, INC.), as a Grantor

By: 
Name: Michael Petruccio
Title: President

IMPERIUM, LLC, as a Grantor

By: 
Name: Michael Petruccio
Title: President

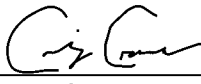
BRANDED RESEARCH, INC., as a Grantor

By: 
Name: Michael Petruccio
Title: President

INBRAIN HOLDINGS, LLC

By: 
Name: Michael Petruccio
Title: President

WILMINGTON SAVINGS FUND SOCIETY,
FSB, as Collateral Agent

By: 

Name: Craig Cramer

Title: Trust Officer

Schedule I to the
Super-Priority Senior Secured Debtor-In-Possession Trademark Security Agreement

TRADEMARK COLLATERAL

Trademarks

<u>Owner</u>	<u>Title</u>	<u>Registration Number</u>	<u>Registration Date</u>
RESEARCH NOW GROUP, LLC	E Design	Reg 2516570	Reg 11-DEC-2001
RESEARCH NOW GROUP, LLC	E E-REWARDS MEDICAL MARKET RESEARCH & Design	Reg 3461944	Reg 08-JUL-2008
RESEARCH NOW GROUP, LLC	PEANUT LABS	Reg 3526183	Reg 04-NOV-2008
RESEARCH NOW GROUP, LLC	OMNIPULSE	Reg 3336960	Reg 13-NOV-2007
RESEARCH NOW GROUP, LLC	E E-REWARDS OPINION PANEL & Design	Reg 3462006	Reg 08-JUL-2008
RESEARCH NOW GROUP, LLC	PEANUT LABS & Design	Reg 4028940	Reg 20-SEP-2011
RESEARCH NOW GROUP, LLC	E-REWARDS (Stylized)	Reg 3343127	Reg 27-NOV-2007
RESEARCH NOW GROUP, LLC	E-REWARDS	Reg 2368959	Reg 18-JUL-2000
RESEARCH NOW GROUP, LLC	MILES FOR MINUTES	Reg 2946287	Reg 03-MAY-2005
DYNATA, LLC	SURVEYSPOT	Reg 2810905	Reg 03-FEB-2004
RESEARCH NOW GROUP, LLC	U.TALK.BACK	Reg 3477619	Reg 29-JUL-2008
DYNATA, LLC	DYNATA	Reg 6348630	Reg 11-MAY-2021
DYNATA, LLC	DYNATA & Design	Reg 6348631	Reg 11-MAY-2021
RESEARCH NOW GROUP, LLC	SMARTAR	Reg 5633656	Reg 18-DEC-2018
RESEARCH NOW GROUP, LLC	SAMPLEPLUS	Reg 5242865	Reg 11-JUL-2017

<u>Owner</u>	<u>Title</u>	<u>Registration Number</u>	<u>Registration Date</u>
RESEARCH NOW GROUP, LLC	SAMPLIFY	Reg 4511341	Reg 08-APR-2014
DYNATA, LLC	MARKETSIGHT	Reg 2333468	Reg 21-MAR-2000
BRANDED RESEARCH, INC.	BRANDED SURVEYS (Stylized)	Reg 6631974	Reg 01-FEB-2022
BRANDED RESEARCH, INC.	BRANDED RESEARCH	Reg 6631959	Reg 01-FEB-2022
INBRAIN HOLDINGS, LLC	NATIVE SURVEYS	Reg 6473174	Reg 31-AUG-2021
INBRAIN HOLDINGS, LLC	INBRAIN	Reg 6061804	Reg 26-MAY-2020
INBRAIN HOLDINGS, LLC	BILLSBOARD	Reg 5638123	Reg 25-DEC-2018
INBRAIN HOLDINGS, LLC	SCREEN STASH	Reg 5647485	Reg 08-JAN-2019
INBRAIN HOLDINGS, LLC	APPS THAT PAY & Design	Reg 5570544	Reg 25-SEP-2018
INBRAIN HOLDINGS, LLC	TAPS FOR MONEY	Reg 5377311	Reg 09-JAN-2018
INBRAIN HOLDINGS, LLC	ZAP SURVEYS	Reg 5427271	Reg 20-MAR-2018
IMPERIUM, LLC	REAL ANSWER	Reg 4883156	Reg 05-JAN-2016
IMPERIUM, LLC	RELEVANTID	Reg 4798317	Reg 25-AUG-2015
BRANDED RESEARCH, INC.	MINTVINE	Reg 4678072	Reg 27-JAN-2015
IMPERIUM, LLC	IMPERIUM	Reg 4264399	Reg 25-DEC-2012
IMPERIUM, LLC	VERITY	Reg 3844770	Reg 07-SEP-2010
IMPERIUM, LLC	RELEVANTID	Reg 3560657	Reg 13-JAN-2009
IMPERIUM, LLC	IMPERIUM	Reg 2634692	Reg 15-OCT-2002
IMPERIUM, LLC	IMPERIUM & Design	Reg 2612392	Reg 27-AUG-2002
IMPERIUM, LLC	IMPERIUM	Reg 2189100	Reg 15-SEP-1998

Trademark Applications

None.