

<b>PATENT ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT6003192

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Execution Date
PDR EQUITY, LLC	03/09/2020
PSKW, LLC	03/09/2020
LDM GROUP, L.L.C.	03/09/2020
PDR NETWORK, LLC	03/09/2020

**RECEIVING PARTY DATA**

<b>Name:</b>	KKR LOAN ADMINISTRATION SERVICES LLC
<b>Street Address:</b>	555 CALIFORNIA STREET
<b>City:</b>	SAN FRANCISCO
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94104

**PROPERTY NUMBERS Total: 13**

Property Type	Number
Patent Number:	8732001
Patent Number:	8732002
Patent Number:	8533004
Patent Number:	8615406
Patent Number:	8781848
Patent Number:	8121868
Patent Number:	8452618
Patent Number:	8781861
Patent Number:	10311210
Patent Number:	8401871
Application Number:	14296254
Application Number:	16417231
Application Number:	12252273

**CORRESPONDENCE DATA**

Fax Number:

*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.*

**PATENT**

**Phone:** 4045723401  
**Email:** ssheesley@kslaw.com  
**Correspondent Name:** STEVEN SHEESLEY  
**Address Line 1:** 1180 PEACHTREE STREET NE  
**Address Line 2:** KING & SPALDING LLP  
**Address Line 4:** ATLANTA, GEORGIA 30309

**ATTORNEY DOCKET NUMBER:** 22939.515104

**NAME OF SUBMITTER:** STEVEN SHEESLEY

**SIGNATURE:** //Steven Sheesley//

**DATE SIGNED:** 03/09/2020

**Total Attachments: 6**

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source=ConnectiveRx - Patent Security Agreement [Executed]#page6.tif

**PATENT SECURITY AGREEMENT**

**Patent Security Agreement**, dated as of March 9, 2020, by PSKW, LLC, a Delaware limited liability company, LDM Group, L.L.C., a Missouri limited liability company, PDR Equity, LLC, a Delaware limited liability company, and PDR Network, LLC, a Delaware limited liability company (collectively, the “**Grantors**”), in favor of KKR Loan Administration Services LLC, in its capacity as administrative agent pursuant to the Credit Agreement (as defined in the Security Agreement (as defined below)) (in such capacity, together with its successors and permitted assigns, the “**Administrative Agent**”).

WITNESSETH:

WHEREAS, the Grantors are party to a Security Agreement dated as of March 9, 2020 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “**Security Agreement**”) in favor of the Administrative Agent pursuant to which each Grantor is required to execute and deliver this Patent Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Administrative Agent, for the benefit of the Secured Parties, to enter into the Credit Agreement, the Grantors hereby agree with the Administrative Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the Security Agreement and used herein have the meaning given to them in the Security Agreement.

SECTION 2. Grant of Security Interest in Patent Collateral. The Grantors hereby pledge and grant to the Administrative Agent for the benefit of the Secured Parties a lien on and security interest in and to all of their right, title and interest in, to and under all the following Collateral (excluding any Excluded Assets) of such Grantor:

(a) Patents of such Grantor, including those listed on Schedule I attached hereto (collectively, the “**Patents**”).

SECTION 3. The Security Agreement. The security interest granted pursuant to this Patent Security Agreement is granted in furtherance, and not in limitation, of the security interest granted to the Administrative Agent pursuant to the Security Agreement and the Grantors hereby acknowledge and affirm that the rights and remedies of the Administrative Agent with respect to the security interest in the Patents made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein. In the event that any provision of this Patent Security Agreement is deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall control unless the Administrative Agent shall otherwise determine.

SECTION 4. Termination. Upon the termination of the Security Agreement in accordance with Section 6.11 thereof, the Administrative Agent shall, at the expense of the Grantors, execute, acknowledge, and deliver to the Grantors an instrument in writing in recordable form releasing the lien on and security interest in the Patents under this Patent Security Agreement.


SECTION 5. Counterparts. This Patent Security Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Patent Security Agreement by signing and delivering one or more counterparts. Delivery by telecopier, .pdf or other electronic imaging means shall be as effective as delivery of a manually signed counterpart of this Supplement.

SECTION 6. Governing Law. The terms of Section 6.08 of the Security Agreement with respect to governing law, jurisdiction, venue, waiver of jury trial and consent to service of process are incorporated herein by reference, mutatis mutandis, and the parties hereto agree to such terms.

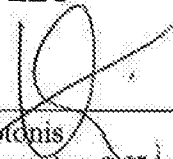
[signature pages follow]

IN WITNESS WHEREOF, the parties hereto have caused this Patent Security Agreement to be duly executed as of the date first written above.

**PSKW, LLC**

By:   
Name: Harry Totonis  
Title: Chief Executive Officer

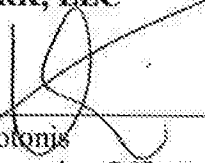
**PDR EQUITY, LLC**

By:   
Name: Harry Totonis  
Title: Chief Executive Officer

**LDM GROUP, L.L.C.**

By:   
Name: Harry Totonis  
Title: Chief Executive Officer

**PDR NETWORK, LLC**

By:   
Name: Harry Totonis  
Title: Chief Executive Officer

KKR LOAN ADMINISTRATION SERVICES LLC,  
as Administrative Agent

By: John Kusk  
Name: John Kusk  
Title: CFO

**Schedule I  
to  
PATENT SECURITY AGREEMENT  
PATENTS AND PATENT APPLICATIONS**

**Patents:**

OWNER	TITLE	REGISTRATION NO.	REGISTRATION DATE
PSKW, LLC	Apparatus and Method for Rewarding Consumers	8,732,001	5/20/2014
PSKW, LLC	Apparatus and Method for Rewarding Consumers	8,732,002	5/20/2014
LDM Group, L.L.C.	Systems and methods for patient communications in conjunction with prescription medications	8,533,004	9/10/2013
LDM Group, L.L.C.	Systems and methods for content provision with a pharmacy transaction	8,615,406	12/24/2013
LDM Group, L.L.C.	Systems and methods for providing an inducement of a purchase in conjunction with a prescription	8,781,848	7/15/2014
LDM Group, L.L.C.	Systems and methods for providing an inducement to purchase incident to a physician's prescription of medication	8,121,868	2/21/2012
LDM Group, L.L.C.	Systems and methods for providing an inducement to purchase incident to a physician's prescription of medication	8,452,618	5/28/2013
LDM Group, L.L.C.	Systems and methods for providing an inducement to purchase incident to a physician's prescription of medication	8,781,861	7/15/2014

LDM Group, L.L.C.	Systems and Methods for Providing an Inducement of a Purchase in Conjunction with a Prescription	10,311,210	6/4/2019
PDR Network, LLC	Healthcare notification method and system including a healthcare website	8,401,871	3/19/2013

**Patent Applications:**

<u>OWNER</u>	<u>TITLE</u>	<u>APPLICATION NO.</u>	<u>APPLICATION DATE</u>
LDM Group, L.L.C.	Systems and Methods for Providing an Inducement to Purchase Incident to a Physician's Prescription of Medication	14/296254	6/4/2014
LDM Group, L.L.C.	SYSTEMS AND METHODS FOR PROVIDING AN INDUCEMENT FOR A PURCHASE IN CONJUNCTION WITH A PRESCRIPTION	16/417231	5/30/2019
The Macaluso Group Limited Liability Company	OBTAINMENT OF PRODUCTS AND SERVICES USING NON-FINANCIAL TRANSACTIONS CONDUCTED OVER A FINANCIAL NETWORK	12/252273	10/15/2018