

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM516566

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	GRANT OF A SECURITY INTEREST -- TRADEMARKS		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Extreme Reach, Inc.		03/29/2019	Corporation: DELAWARE
Extreme Reach Talent, Inc.		03/29/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Cerberus Business Finance Agency, LLC, as collateral agent		
Street Address:	875 Third Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 20			
Property Type	Number	Word Mark	
Registration Number:	5150682	ALTOGETHER NOW	
Registration Number:	3631362	CONNECT AND SIMPLIFY	
Registration Number:	5279394		
Registration Number:	3635026	EXTREME REACH	
Registration Number:	3492462	EXTREME RELEVANCE	
Registration Number:	4966672	TALENT & RIGHTS USAGE SAFETY TRACKING TA	
Registration Number:	5146837	TRUST TAG	
Registration Number:	5106904	VIDEO ASSET CLOUD	
Registration Number:	2949097		
Registration Number:	2949098	TALENT PARTNERS	
Registration Number:	1712083	TALENT PARTNERS	
Registration Number:	4657723	NABLE	
Registration Number:	4798450	NABLE	
Registration Number:	4327222	SOCIAL GROSS RATING POINT	
Registration Number:	4291022	BRANDADS	
Registration Number:	2784651	PATHFIRE	
Registration Number:	2737799	PATHFIRE ENABLING DIGITAL MEDIA	
Registration Number:	2632819	PATHFIRE	

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Property Type	Number	Word Mark
Registration Number:	4223631	HD XTREME
Serial Number:	88136816	ADBRIDGE

CORRESPONDENCE DATA

Fax Number: 2125935955

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: 212-756-2132

Email: scott.kareff@srz.com

Correspondent Name: S. Kareff c/o Schulte Roth & Zabel LLP

Address Line 1: 919 Third Avenue

Address Line 2: 19th Floor

Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER: 014951-1866

NAME OF SUBMITTER: Scott Kareff (014951-1866)

SIGNATURE: /kc for sk/

DATE SIGNED: 03/29/2019

Total Attachments: 6

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GRANT OF A SECURITY INTEREST -- TRADEMARKS

This Trademark Security Agreement (this "Trademark Security Agreement") is made as of March 29, 2019, by Extreme Reach, Inc. and Extreme Reach Talent, Inc. (each a "Grantor" and collectively, the "Grantors"), in favor of Cerberus Business Finance Agency, LLC, in its capacity as collateral agent for itself and the other Secured Parties (together with its successors and permitted assigns in such capacity, "Grantee").

WHEREAS, the Grantor has entered into a Pledge and Security Agreement, dated March 29, 2019 (as amended, restated, amended and restated, supplemented, modified or otherwise changed from time to time, the "Security Agreement"), in favor of Grantee; and

WHEREAS, pursuant to the Security Agreement, the Grantor has assigned to the Grantee and granted to the Grantee for the benefit of the Secured Parties (as defined in the Security Agreement), a continuing security interest in all right, title and interest of the Grantor in, to and under the trademarks and service marks listed on the attached Schedule A (excluding, for clarity, any intent-to-use trademark applications for which an amendment to allege use or statement of use has not been filed under 15 U.S.C. § 1051(c) or 15 U.S.C. § 1051(d), respectively, or if filed, has not been deemed in conformance with 15 U.S.C. § 1051(a) or examined and accepted, respectively, by the United States Patent and Trademark Office), which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office (the "Trademarks"), together with, among other things, the goodwill of the business symbolized by the Trademarks and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (the "Collateral"), to secure the payment, performance and observance of the Secured Obligations (as defined in the Security Agreement).

NOW, THEREFORE, as collateral security for the payment, performance and observance of all of the Secured Obligations, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantor does hereby pledge and grant to the Grantee for the benefit of the Grantee and Secured Parties, a continuing security interest in the Collateral (other than, to the extent provided in the Security Agreement, any Excluded Property).

All capitalized terms used but not otherwise defined herein have the respective meanings given to them in the Security Agreement.

The Grantor does hereby further acknowledge and affirm that the rights and remedies of the Grantee with respect to the Collateral 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 of any conflict between the terms of this Trademark Security Agreement and the terms of the Security Agreement, the Security Agreement shall control.

This Trademark Security Agreement may be executed in any number of counterparts and by different parties in separate counterparts, each of which shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Delivery of an executed counterpart by telefacsimile or electronic mail shall be equally effective as delivery of an original executed counterpart. Any party delivering an executed counterpart of this

Agreement by telefacsimile or electronic mail also shall deliver an original executed counterpart of this Agreement but the failure to deliver an original executed counterpart shall not affect the validity, enforceability, and binding effect of this Agreement.

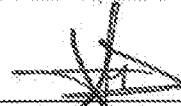
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IN WITNESS WHEREOF, the Grantor has caused this Trademark Security Agreement to be duly executed by its officer thereunto duly authorized as of the date first set forth above.

GRANTORS:

EXTREME REACH, INC.

By:



Name: Jorge A. G. Martell
Title: Chief Financial Officer

EXTREME REACH TALENT, INC.



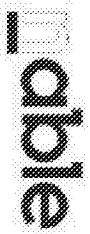
By:





Name: Jorge A. G. Martell
Title: Chief Financial Officer

SCHEDULE A TO GRANT OF A SECURITY INTEREST - TRADEMARKS

<u>Company</u>	<u>Country</u>	<u>Trademark</u>	<u>Application or Registration No.</u>	<u>Filing Date</u>	<u>Registration Date</u>
Extreme Reach, Inc.	USA	ALTOGETHER NOW	5150682	14-JUL-2016	28-FEB-2017
Extreme Reach, Inc.	USA	CONNECT AND SIMPLIFY	3631362	06-JAN-2009	02-JUN-2009
Extreme Reach, Inc.	USA	Design Only 	5279394	21-JUL-2016	05-SEP-2017
Extreme Reach, Inc.	USA	EXTREME REACH	3635026	06-NOV-2008	09-JUN-2009
Extreme Reach, Inc.	USA	EXTREME RELEVANCE	3492462	30-JAN-2008	26-AUG-2008
Extreme Reach, Inc.	USA	TALENT & RIGHTS USAGE SAFETY TRACKING TAG	4966672	01-DEC-2015	24-MAY-2016
Extreme Reach, Inc.	USA	TRUST TAG	5146837	14-OCT-2016	21-FEB-2017
Extreme Reach, Inc.	USA	VIDEO ASSET CLOUD	5106904	07-OCT-2016	20-DEC-2016
Extreme Reach Talent, Inc.	USA	Design Only 	2949097	25-FEB-2003	10-MAY-2005

<u>Company</u>	<u>Country</u>	<u>Trademark</u>	<u>Application or Registration No.</u>	<u>Filing Date</u>	<u>Registration Date</u>
Extreme Reach Talent, Inc.	USA	TALENT PARTNERS 	2949098	25-FEB-2003	10-MAY-2005
Extreme Reach Talent, Inc.	USA	TALENT PARTNERS 	1712083	10-SEP-1990	01-SEP-1992
Extreme Reach Talent, Inc.	USA	NABLE	4657723	20-FEB-2014	16-DEC-2014
Extreme Reach Talent, Inc.	USA	NABLE Design 	4798450	06-NOV-2014	25-AUG-2015
Extreme Reach, Inc.	USA	SOCIAL GROSS RATING POINT	4327222	19-JUN-2012	30-APR-2013
Extreme Reach, Inc.	USA	BRANDDADS	4291022	06-DEC-2011	19-FEB-2013

<u>Company</u>	<u>Country</u>	<u>Trademark</u>	<u>Application or Registration No.</u>	<u>Filing Date</u>	<u>Registration Date</u>
Extreme Reach, Inc.	USA	PATHFIRE Design 	2784651	17-JAN-2001	18-NOV-2003
Extreme Reach, Inc.	USA	PATHFIRE ENABLING DIGITAL MEDIA Design 	2727799	17-JAN-2001	15-JUL-2003
Extreme Reach, Inc.	USA	PATHFIRE	2632819	22-SEP-2000	08-OCT-2002
Extreme Reach, Inc.	USA	HD XTREME	4223631	16-SEP-2009	16-OCT-2012
Extreme Reach, Inc.	USA	ADBRIDGE	88136816	28-SEP-2018	PENDING