

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM546900

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LUCID HOLDINGS, LLC		10/25/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	JPMorgan Chase Bank, N.A.		
Street Address:	2200 Ross Avenue, 9th Floor		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75201		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Registration Number:	4711461	FEDERATED SAMPLE	
Registration Number:	4994825	PROOF	
Registration Number:	4944151	F	
Registration Number:	4699508		
Registration Number:	5000139		
Registration Number:	5307011	LUCID	
Registration Number:	5210673	LUCID	
Registration Number:	5251700		
Registration Number:	5251725		
Registration Number:	5341214		
Serial Number:	88385927	LUCID DATA SCORE	
Serial Number:	88385911	LUCID	
Serial Number:	88385916	LUCID MARKETPLACE	
CORRESPONDENCE DATA			
Fax Number:	2147455390		
<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:	2147455612		
Email:	ngraham@winstead.com		
TRADEMARK			

CH \$340.00 4711461

Correspondent Name: Nancy Graham c/o WINSTEAD PC
Address Line 1: 2728 N. Harwood Street
Address Line 2: Suite 500
Address Line 4: Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER: 57507.10

NAME OF SUBMITTER: Nancy Graham

SIGNATURE: /Nancy Graham/

DATE SIGNED: 10/28/2019

Total Attachments: 11

source=8. Lucid Trademark Security Agreement 2019#page1.tif
source=8. Lucid Trademark Security Agreement 2019#page2.tif
source=8. Lucid Trademark Security Agreement 2019#page3.tif
source=8. Lucid Trademark Security Agreement 2019#page4.tif
source=8. Lucid Trademark Security Agreement 2019#page5.tif
source=8. Lucid Trademark Security Agreement 2019#page6.tif
source=8. Lucid Trademark Security Agreement 2019#page7.tif
source=8. Lucid Trademark Security Agreement 2019#page8.tif
source=8. Lucid Trademark Security Agreement 2019#page9.tif
source=8. Lucid Trademark Security Agreement 2019#page10.tif
source=8. Lucid Trademark Security Agreement 2019#page11.tif

October 25, 2019

TRADEMARK SECURITY AGREEMENT

WHEREAS, LUCID HOLDINGS, LLC, a Delaware limited liability company ("Grantor"), owns the Trademarks and trademark applications listed on Schedule 1 annexed hereto; and

WHEREAS, pursuant to the terms of the First Amended and Restated Security Agreement dated as of October 25, 2019 (as said Security Agreement may be amended and in effect from time to time, the "Security Agreement"; terms used herein but not defined herein shall have the meanings given to them in the Security Agreement), among Grantor, certain affiliates of Grantor, and JPMorgan Chase Bank, N.A., as lender (on behalf of itself and the other Secured Parties, the "Secured Party"), Grantor has granted to Secured Party a security interest in substantially all the assets of Grantor including all right, title and interest of Grantor in, to and under all now owned and hereafter acquired Trademarks Collateral (as hereinafter defined), to secure the payment of all Secured Obligations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantor does hereby grant to Secured Party a continuing security interest in all of Grantor's right, title and interest in, to and under the following (all of the following items or types of property being herein collectively referred to as the "Trademark Collateral"), whether presently existing or hereafter created or acquired:

(1) (a) all trademarks (including service marks), trade names, trade dress, and trade styles and the registrations and applications for registration thereof and the goodwill of the business symbolized by the foregoing; (b) all licenses of the foregoing, whether as licensee or licensor; (c) all renewals of the foregoing; (d) all income, royalties, damages, and payments now or hereafter due or payable with respect thereto, including, without limitation, damages, claims, and payments for past and future infringements thereof; (e) all rights to sue for past, present, and future infringements of the foregoing, including the right to settle suits involving claims and demands for royalties owing; and (f) all rights corresponding to any of the foregoing throughout the world (the "Trademarks"), each of which is set forth herein on Schedule 1 annexed hereto; and

(2) all accessions to, substitutions for and replacements, proceeds (including all dividends and distributions), insurance proceeds and products of the foregoing, together with all books and records, customer lists, credit files, computer files, programs, printouts and other computer materials and records related thereto and any General Intangibles at any time evidencing or relating to any of the foregoing.

This security interest is granted in conjunction with the security interests granted to Secured Party pursuant to the Security Agreement. Grantor hereby acknowledges and affirms that the rights and remedies of Secured Party with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

[Signatures On Following Page]

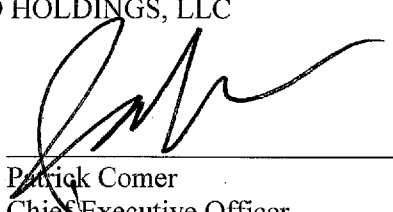
IN WITNESS WHEREOF, Grantor has caused this Trademark Security Agreement to be duly executed by its duly authorized officer thereunto as of the first date written above.

Acknowledged:

GRANTOR:

LUCID HOLDINGS, LLC

By:

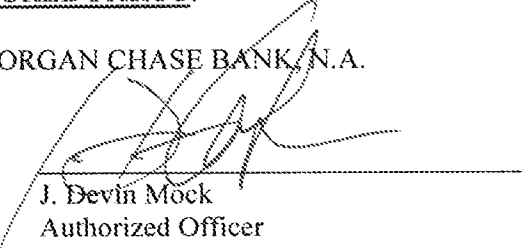


Patrick Comer
Chief Executive Officer

SECURED PARTY:

JPMORGAN CHASE BANK, N.A.


By:



J. Devin Mock
Authorized Officer

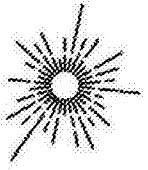
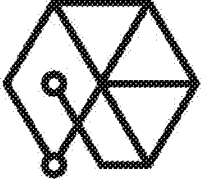
**Schedule 1
to Trademark Security Agreement**


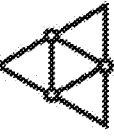
TRADEMARKS

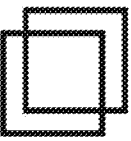

Registered Owner	Nature of such Loan Party's Interest (e.g. owner, licensee)	Registered Trademark	Registration No.	Int'l Class Covered	Goods or Services Covered	Date Registered	Country of Registration
Lucid Holdings, LLC	Owner	Federated Sample	4711461	35	Online market research services; Assistance, consultancy, and advisory services in the field of online market research; Management of online market research surveys of others; Online trading services, namely, operating an online marketplace for sellers and buyers of sample	March 31, 2015	U.S.A.
Lucid Holdings, LLC	Owner	Proof	4994825	35	Market, consumer, and advertising research services; Assistance, consultancy, and advisory services in the field of online market research	July 5, 2016	U.S.A.
Lucid Holdings, LLC	Owner	F Logo 	4944151	42	Platform as a service (PAAS) featuring a computer software platform for buying and selling of sample for the market research industry; Software as a service (SAAS) services featuring software for optimizing, managing, and conducting online market research and for buying, selling and exchanging sample	April 26, 2016	U.S.A.

TRADEMARK

REEL: 006781 FRAME: 0006

Registered Owner	Nature of such Loan Party's Interest (e.g. owner, licensee)	Registered Trademark	Registration No.	Int'l Class Covered	Goods or Services Covered	Date Registered	Country of Registration
Lucid Holdings, LLC	Owner	 Federated Sample logo	4699508	35	Online market research services; Assistance, consultancy, and advisory services in the field of online market research; Management of online market research surveys of others; Online trading services, namely, operating an online marketplace for sellers and buyers of sample	March 10, 2015	U.S.A.
Lucid Holdings, LLC	Owner	 Proof logo	5000139	35	Market, consumer, and advertising research services; Assistance, consultancy, and advisory services in the field of online market research	July 12, 2016	U.S.A.
Lucid Holdings, LLC	Owner	LUCID	5307011	36	Financial analysis and research services, namely, compiling and analyzing statistics, data and other sources of information for financial purposes	October 10, 2017	U.S.A.

Registered Owner	Nature of such Loan Party's Interest (e.g. owner, licensee)	Registered Trademark	Registration No.	Int'l Class Covered	Goods or Services Covered	Date Registered	Country of Registration
Lucid Holdings, LLC	Owner	LUCID	5210673	42	Platform as a service (PAAS) featuring a computer software platform for buying and selling of sample for the Market research industry; software as a service (SAAS) services featuring software for optimizing, managing, and Conducting online market research and for buying, selling and exchanging sample	May 23, 2017	U.S.A.
Lucid Holdings, LLC	Owner	 Federated Sample logo	5251700	35	Online market research services; Assistance, consultancy, and advisory services in the field of online market research; Management of online market research surveys of others; Online trading services, namely, operating an online marketplace for sellers and buyers of sample	July 25, 2017	U.S.A.
Lucid Holdings, LLC	Owner	 Fulcrum logo	5251725	42	Platform as a service (paas) featuring a computer software platform for buying and selling of sample for the Market research industry; software as a service (saas) services featuring software for optimizing, managing, and conducting online market research and for buying, selling and/or exchanging sample	July 25, 2017	U.S.A.

Registered Owner	Nature of such Loan Party's Interest (e.g. owner, licensee)	Registered Trademark	Registration No.	Int'l Class Covered	Goods or Services Covered	Date Registered	Country of Registration
Lucid Holdings, LLC	Owner		5341214	42	Platform as a service (PAAS) featuring a computer software platform for buying and selling of sample for the Market research industry; software as a service (SAAS) services featuring software for optimizing, managing, and conducting online market research and for buying, selling and/or exchanging sample	November 21, 2017	U.S.A.
Lucid Holdings, LLC	Owner	LUCID	1349305	42	Platform as a service (PAAS) featuring a computer software platform for buying and selling of sample for the Market research industry; software as a service (SAAS) services featuring software for optimizing, managing, and Conducting online market research and for buying, selling and/or exchanging sample	2 Mar 2017	Italy, United Kingdom and Spain, WIPO
Lucid Holdings, LLC	Owner		3020180136 23	42	Platform as a service (PAAS) featuring a computer software platform for buying and selling of sample for the market research industry; software as a service (SAAS) services featuring software for optimizing, managing, and conducting online market research and for buying, selling and exchanging sample	June 29, 2018	Germany

TRADEMARK APPLICATIONS

<p>Registered Owner</p>	<p>Nature of such Loan Party's Interest (e.g. owner, licensee)</p>	<p>Trademark Application relates to following Trademark</p>	<p>Serial No.</p>	<p>Int'l Class Covered</p>	<p>Goods or Services Covered</p>	<p>Date of Application</p>	<p>Country of Application</p>
<p>Lucid Holdings, LLC</p>	<p>Applicant</p>	<p>LUCID DATA SCORE</p>	<p>88385927</p>	<p>36 / 42</p>	<p>35 Collection and analysis of metrics concerning audience related data, namely, responses from a targeted audience, demographics of a targeted audience, and attributes of a targeted audience; all relating to the fields of marketing, campaigning, and surveys; Advice on the analysis of audience demographics, responses, and attributes provided with the help of sensory, quality and quantity-related data, all relating to the fields of marketing, campaigning, and surveys; Designing business surveys; Business research and surveys 42 Application service provider featuring application programming interface (API) software collection and analysis of metrics concerning audience related data, namely, responses from a targeted audience, demographics of a targeted audience, and attributes of a targeted audience; all relating to the fields of marketing, campaigning, and surveys; Software as a service (SAAS) featuring computer software platforms for collection and analysis of metrics concerning audience related data, namely, responses from a targeted audience, demographics of a targeted audience, and attributes of a targeted audience, all relating to the fields of marketing, campaigning, and surveys</p>	<p>April 15, 2019</p>	<p>U.S.A</p>

Registered Owner	Nature of such Loan Party's Interest (e.g. owner, licensee)	Trademark Application relates to following Trademark	Serial No.	Int'l Class Covered	Goods or Services Covered	Date of Application	Country of Application
Lucid Holdings, LLC	Applicant	LUCID	88385911	35/42	<p>35 Collection and analysis of metrics concerning audience related data, namely, responses from a targeted audience, demographics of a targeted audience, and attributes of a targeted audience, all relating to the fields of marketing, campaigning, and surveys; Advice on the analysis of audience demographics, responses, and attributes provided with the help of sensory, quality and quantity-related data, all relating to the fields of marketing, campaigning, and surveys; Designing business marketing surveys; Designing business surveys; Business research and surveys; Advertising and marketing services, namely, analyzing survey sample pools and matching a target audience for a survey or campaign; Advertising and marketing and branding services, namely, compiling survey sample pools for use in branding; Advertising and marketing services, namely, compiling survey pools; Advertising and marketing services, namely, verifying survey responses; Advertising and marketing services, namely, managing and implementing surveys</p> <p>42 Application service provider featuring application programming interface (API) software for linking a survey platform with online communities; Platform as a service (PAAS) featuring computer software platforms for conducting, managing, and implementing online surveys; Platform as a service (PAAS) featuring computer software platforms for providing secure financial transactions for online surveys</p>	April 15, 2019	U.S.A.

Registered Owner	Nature of such Loan Party's Interest (e.g. owner, licensee)	Trademark Application relates to following Trademark	Serial No.	Int'l Class Covered	Goods or Services Covered	Date of Application	Country of Application
Lucid Holdings, LLC	Applicant	LUCID MARKETPLACE	88385916	35/42	<p>35 Advertising and marketing services, namely, compiling survey pools; Advertising and marketing services, namely, verifying survey responses; Advertising and marketing services, namely, managing and implementing surveys; Designing marketing surveys; Designing business surveys; Business research and surveys</p> <p>42 Application service provider featuring application programming interface (API) software for linking a survey platform with online communities; Platform as a service (PaaS) featuring computer software platforms for providing secure financial transactions for online surveys</p>	April 15, 2019	U.S.A.

Registered Owner	Nature of such Loan Party's Interest (e.g. owner, licensee)	Trademark Application relates to following Trademark	Serial No.	Int'l Class Covered	Goods or Services Covered	Date of Application	Country of Application
Lucid Holdings, LLC	Applicant	LUCID	1349305	42	Platform as a service (PAAS) featuring a computer software platform for buying and selling of sample for the Market research industry; software as a service (SAAS) services featuring software for optimizing, managing, and Conducting online market research and for buying, selling and/or exchanging sample	March 2, 2017	France

TRADEMARK

REEL: 006781 FRAME: 0013

RECORDED: 10/28/2019