

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM684099

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
LOLA DIGITAL MEDIA LLC		10/27/2021	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ALTER DOMUS (US) LLC		
<b>Street Address:</b>	225 W. WASHINGTON ST.		
<b>Internal Address:</b>	9TH FLOOR		
<b>City:</b>	CHICAGO		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60606		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 11</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5529232		
<b>Registration Number:</b>	5544557		
<b>Registration Number:</b>	5702664	BIKERUMOR	
<b>Registration Number:</b>	4018898	GEAR JUNKIE	
<b>Registration Number:</b>	5391691	GJ	
<b>Registration Number:</b>	5544556	I RUN FAR MUD, MOUNTAINS, MILES, AND MOR	
<b>Registration Number:</b>	5544558	IRUNFAR	
<b>Registration Number:</b>	5646543	IRUNFAR	
<b>Registration Number:</b>	4806575	SWITCH BACK TRAVEL	
<b>Registration Number:</b>	4806576	SWITCHBACK TRAVEL	
<b>Serial Number:</b>	90007077	SOAP HUB	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Email:</b>	valerie.swanson@klgates.com		
<b>Correspondent Name:</b>	K&L Gates LLP		
<b>Address Line 1:</b>	P.O. Box 1135		

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<b>Address Line 4:</b>	Chicago, ILLINOIS 60690-1135
<b>ATTORNEY DOCKET NUMBER:</b>	0817434.00003
<b>NAME OF SUBMITTER:</b>	Jonathan Vance
<b>SIGNATURE:</b>	/Jonathan Vance/
<b>DATE SIGNED:</b>	10/27/2021
<b>Total Attachments: 6</b> source=Lola - BH Trademark Security Agreement (Executed)#page1.tif source=Lola - BH Trademark Security Agreement (Executed)#page2.tif source=Lola - BH Trademark Security Agreement (Executed)#page3.tif source=Lola - BH Trademark Security Agreement (Executed)#page4.tif source=Lola - BH Trademark Security Agreement (Executed)#page5.tif source=Lola - BH Trademark Security Agreement (Executed)#page6.tif	

**EXECUTION VERSION**

**GRANT OF SECURITY INTEREST IN TRADEMARKS**

This GRANT OF SECURITY INTEREST IN TRADEMARKS (this “*Grant of Security Interest*”), dated as of October 27, 2021, by LOLA DIGITAL MEDIA LLC, a Delaware limited liability company (the “*Grantor*”), in favor of ALTER DOMUS (US) LLC, as Administrative Agent under the Security Agreement referred to below (the “*Grantee*”).

**RECITALS**

WHEREAS, the Grantor owns the trademarks, trademark registrations, trademark applications, and any and all goodwill associated therewith, set forth on Schedule A attached hereto; and

WHEREAS, the Grantee desires to acquire a security interest in, and lien on, all of Grantor’s right, title and interest in and to Grantor’s trademarks, trademark registrations, trademark applications and any and all goodwill associated therewith; and

WHEREAS, the Grantor is willing to grant to the Grantee a security interest in and lien upon the trademarks, trademark registrations, trademark applications and any and all goodwill associated therewith described above.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, and subject to the terms and conditions of the Security Agreement, dated as of October 27, 2021, among the Grantor and the other Grantors party thereto from time to time, and the Grantee (as amended, restated, supplemented or otherwise modified from time to time, the “*Security Agreement*”), the Grantor hereby grants to the Grantee a security interest in, and a lien upon, all of Grantor’s right, title and interest in and to (i) the trademarks, trademark registrations, trademark applications, and any and all goodwill associated therewith (the “*Marks*”) set forth on Schedule A attached hereto, together with (ii) all Proceeds (as such term is defined in the Security Agreement) of the Marks, (iii) all of the goodwill of the businesses with which the Marks are associated, and (iv) all causes of action, past, present and future, for infringement, misappropriation, or dilution of any of the Marks or unfair competition regarding the same.

This Grant of Security Interest is made to secure the satisfactory performance and payment of all the Secured Obligations (as such term is defined in the Security Agreement) and shall be effective as of the date of the Security Agreement.

This Grant of Security Interest has been granted in conjunction with the security interest granted to Grantee under the Security Agreement. The rights and remedies of the Grantee with respect to the security interest granted herein are without prejudice to, and are in addition to, those set forth in the Security Agreement, all terms and provisions of which are incorporated herein by reference. In the event that any provisions of this Grant of Security Interest are deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall govern.

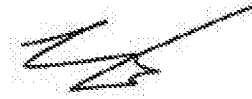
This Grant of Security Interest shall be governed by, and construed in accordance with, the laws of the State of New York.

*[signature page to follow]*

IN WITNESS WHEREOF, the undersigned have executed this Grant of Security Interest as of the 27th day of October, 2021.

**GRANTOR:**

LOLA DIGITAL MEDIA LLC,  
a Delaware limited liability company



By: \_\_\_\_\_  
Print Name: Eric Phung  
Title: Chief Executive Officer

**GRANTEE:**

ALTER DOMUS (US) LLC, as Administrative Agent

By: \_\_\_\_\_  
Name:  
Title:

[Signature Page to Grant of Security Interest in Trademarks]

IN WITNESS WHEREOF, the undersigned have executed this Grant of Security Interest as of the 27th day of October, 2021.

**GRANTOR:**

LOLA DIGITAL MEDIA LLC,  
a Delaware limited liability company

By: \_\_\_\_\_  
Print Name: \_\_\_\_\_  
Title: \_\_\_\_\_



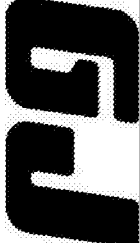

**GRANTEE:**


ALTER DOMUS (US) LLC, as Administrative Agent

By:   
Name: Emily Ergang Pappas  
Title: Head of Legal, North America

[Signature Page to Grant of Security Interest in Trademarks]

Schedule A – Trademarks

<b>Registered Mark</b>	<b>Jurisdiction</b>	<b>Serial No.</b>	<b>Registration No.</b>	<b>Owner</b>
	USPTO	87725790	5529232	Lola Digital Media LLC
	USPTO	87725791	5544557	Lola Digital Media LLC
BIKERUMOR	USPTO	88066750	5702664	Lola Digital Media LLC
GEAR JUNKIE	USPTO	85224441	4018898	Lola Digital Media LLC
	USPTO	87523991	5391691	Lola Digital Media LLC
	USPTO	87725785	5544556	Lola Digital Media LLC
IRUNFAR	USPTO	87725796	5544558	Lola Digital Media LLC
IRUNFAR	USPTO	87725794	5646543	Lola Digital Media LLC

<u>Registered Mark</u>	<u>Jurisdiction</u>	<u>Serial No.</u>	<u>Registration No.</u>	<u>Owner</u>
	USPTO	87725790	5523232	Lola Digital Media LLC
SWITCH BACK TRAVEL	USPTO	86314940	4806575	Lola Digital Media LLC
SWITCHBACK TRAVEL	USPTO	86314951	4806576	Lola Digital Media LLC

<u>Registered Mark</u>	<u>Jurisdiction</u>	<u>Serial No.</u>	<u>Filing Date</u>	<u>Applicant</u>
SOAP HUB	USPTO	90097077	June 17, 2020	Lola Digital Media LLC