

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM718184

|   |   |                            |  |
|---|---|----------------------------|--|
| <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>                     |
| Demand Science Group, LLC   |   | 03/31/2022                 | Limited Liability Company:<br>DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |   |                            |  |
| <b>Name:</b>  | JPMorgan Chase Bank, N.A.                   |                            |  |
| <b>Street Address:</b>  | 10 South Dearborn                           |                            |  |
| <b>Internal Address:</b>  | Floor L2 Suite IL1-1145                     |                            |  |
| <b>City:</b>  | Chicago                                     |                            |  |
| <b>State/Country:</b>   | ILLINOIS                                    |                            |  |
| <b>Postal Code:</b>   | 60603                                       |                            |  |
| <b>Entity Type:</b>   | National Banking Association: UNITED STATES |                            |  |
| <b>PROPERTY NUMBERS Total: 8</b>  |   |                            |  |
| <b>Property Type</b>  | <b>Number</b>                               | <b>Word Mark</b>           |  |
| <b>Serial Number:</b>   | 97111386                                    | DEMANDSCIENCE INTELLIGENCE |  |
| <b>Serial Number:</b>   | 97111431                                    |                            |  |
| <b>Serial Number:</b>   | 97111334                                    | DEMANDSCIENCE ACTIVATE     |  |
| <b>Registration Number:</b>   | 6631753                                     | KLARITY                    |  |
| <b>Registration Number:</b>   | 6631752                                     | KLARITY                    |  |
| <b>Registration Number:</b>   | 6573251                                     | DEMANDSCIENCE              |  |
| <b>Serial Number:</b>   | 90372029                                    | PUREB2B                    |  |
| <b>Registration Number:</b>   | 5402482                                     | TIDINGS                    |  |
| <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>Phone:</b>   | 212-728-8000                                |                            |  |
| <b>Email:</b>   | ipdept@willkie.com                          |                            |  |
| <b>Correspondent Name:</b>  | Spencer Simon                               |                            |  |
| <b>Address Line 1:</b>  | 787 Seventh Avenue                          |                            |  |
| <b>Address Line 4:</b>  | New York, NEW YORK 10019                    |                            |  |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 125180-00033                                |                            |  |

CH \$215.00 97111386

|   |                 |
|---|-----------------|
| <b>NAME OF SUBMITTER:</b>   | Spencer Simon   |
| <b>SIGNATURE:</b>   | /Spencer Simon/ |
| <b>DATE SIGNED:</b>   | 03/31/2022      |
| <b>Total Attachments: 6</b><br>source=Demand Science - Trademark Security Agreement Executed (002)#page1.tif<br>source=Demand Science - Trademark Security Agreement Executed (002)#page2.tif<br>source=Demand Science - Trademark Security Agreement Executed (002)#page3.tif<br>source=Demand Science - Trademark Security Agreement Executed (002)#page4.tif<br>source=Demand Science - Trademark Security Agreement Executed (002)#page5.tif<br>source=Demand Science - Trademark Security Agreement Executed (002)#page6.tif |                 |

## TRADEMARK SECURITY AGREEMENT

**TRADEMARK SECURITY AGREEMENT** (as amended, restated, supplemented, waived or otherwise modified from time to time) (this “Agreement”), dated as of March 31, 2022, between Demand Science Group, LLC, a Delaware limited liability company (the “Grantor”) and JPMorgan Chase Bank, N.A., in its capacity as the administrative agent (the “Administrative Agent”) for the Lenders (defined below).

Reference is made to (a) the Pledge and Security Agreement, dated as of December 22, 2020, (as amended, restated, supplemented, waived or otherwise modified from time to time, the “Security Agreement”) among the Grantor, each subsidiary of the Grantor party thereto (together with any additional entities that become parties to the Security Agreement) and the Administrative Agent and (b) the Credit Agreement dated as of December 22, 2020 (as amended, restated, supplemented, waived or otherwise modified from time to time, the “Credit Agreement”), among the Grantor, as borrower, the other loan parties from time to time party thereto, the lenders party thereto (the “Lenders”) and the Administrative Agent.

The Lenders have agreed to extend credit to the Grantor subject to the terms and conditions set forth in the Credit Agreement. The obligations of the Lenders to extend such credit are conditioned upon, among other things, the execution and delivery of this Agreement. The Grantor will derive substantial benefits from the extension of credit pursuant to the Credit Agreement and is willing to execute and deliver this Agreement in order to induce the Lenders to extend such credit and to secure the Secured Obligations.

Accordingly the parties hereto agree as follows:

**SECTION 1. *Terms.*** Capitalized terms used in this Agreement and not otherwise defined herein shall have the meanings specified in the Security Agreement. The rules of construction specified in Section 1.03 of the Credit Agreement also apply to this Agreement, *mutatis mutandis*.

**SECTION 2. *Grant of Security Interest.*** As security for the payment or performance, as the case may be, in full of the Secured Obligations, the Grantor, pursuant to the Security Agreement, did and hereby does grant to the Administrative Agent, its successors and its assigns, for the benefit of the Secured Parties, a security interest in all right, title or interest in or to any and all of the following assets and properties now owned or at any time hereafter acquired by the Grantor or in which the Grantor now has or at any time in the future may acquire any right, title or interest (collectively, the “Trademark Collateral”):

(a) all trademarks, service marks, corporate names, company names, business names, fictitious business names, trade styles, trade dress, logos, other source or business identifiers, designs and general intangibles of like nature, now existing or hereafter adopted or acquired, all registrations thereof (if any), and all registration and recording applications filed in connection therewith, including registrations and registration applications in the United States Patent and Trademark Office or any similar offices in any State of the United States or any other country or any political subdivision thereof

(except for “intent to use” applications for trademark or service mark registrations filed pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. § 1051, unless and until an Amendment to Allege Use or a Statement of Use under Sections 1(c) and 1(d) of the Lanham Act has been filed, to the extent that, and solely during the period for which, any assignment of an “intent to use” application prior to such filing would violate the Lanham Act), and all renewals thereof, including those listed on Schedule I hereto (the “Trademarks”);

(b) all goodwill associated with or symbolized by the Trademarks;

(c) all claims for, and rights to sue for, past, present or future infringements of any of the foregoing; and

(d) all income, royalties, damages and payments now or hereafter due and payable with respect to any of the foregoing, including damages and payments for past or future infringement thereof.

**SECTION 3. *Security Agreement.*** The security interests granted to the Administrative Agent herein are granted in furtherance, and not in limitation of, the security interests granted to the Administrative Agent pursuant to the Security Agreement. The Grantor hereby acknowledges and affirms that the rights and remedies of the Administrative Agent with respect to the Trademark 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 Agreement and the Security Agreement, the terms of the Security Agreement shall govern.

**SECTION 4. *Governing Law; Jurisdiction; Consent to Service of Process; WAIVER OF JURY TRIAL.*** The terms of Sections 9.09 and 9.10 of the Credit Agreement with respect to governing law, jurisdiction, consent to service of process and waiver of jury trial are incorporated herein by reference, as applicable to this Agreement, *mutatis mutandis*, and the parties hereto agree to such terms.

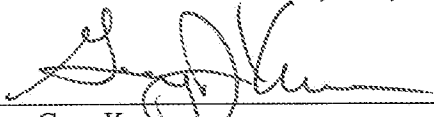
**SECTION 5. *Counterparts.*** This Agreement may be executed in counterparts (and by different parties hereto on different counterparts), each of which shall constitute an original but all of which when taken together shall constitute a single contract. Delivery of an executed signature page to this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

**SECTION 6. *Amendments.*** None of the terms or provisions of this Agreement may be waived, amended, supplemented or otherwise modified except by an instrument in writing signed by the Administrative Agent and the Grantor.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK].

IN WITNESS WHEREOF, the Grantor and the Administrative Agent have caused this Agreement to be duly executed and delivered as of the date first written above.

DEMAND SCIENCE GROUP, LLC, as a Grantor

By:   
Name: Gary Kraemer  
Title: Chief Financial Officer, Secretary and  
Treasurer

*[Signature Page to Trademark Security Agreement – Demand Science Group, LLC]*

JPMORGAN CHASE BANK, N.A., as the  
Administrative Agent

By: Mike McKenzie



Name: Mike McKenzie

Title: Vice President

## SCHEDULE I

### Trademark Applications and Registrations

| <u>Owner</u>              | <u>Trademark</u>  | <u>Image</u>   | <u>Application Number</u> | <u>Application Filing Date</u> | <u>Registration Number</u> | <u>Registration Date</u> |
|---------------------------|---|--|---------------------------|--------------------------------|----------------------------|--------------------------|
| Demand Science Group, LLC | demand science intelligence   |  | 97111386                  | November 5, 2021               | --                         | --                       |
| Demand Science Group, LLC | Design Only   |     | 97111431                  | November 5, 2021               | --                         | --                       |
| Demand Science Group, LLC | DEMANDSCIENCE<br>ACTIVATE<br><b>Cross References:</b><br>DEMAND SCIENCE<br>ACTIVATE |    | 97111334                  | November 5, 2021               | --                         | --                       |
| Demand Science Group, LLC | KLARITY<br><b>Cross References:</b><br>KLARITY                                      |    | 90371989                  | December 10, 2020              | 6631753                    | February 1, 2022         |
| Demand Science Group, LLC | KLARITY<br><b>Cross References:</b><br>KLARITY                                      |    | 90371966                  | December 10, 2020              | 6631752                    | February 1, 2022         |

|                           |   |  |          |                   |         |                   |
|---------------------------|---|--|----------|-------------------|---------|-------------------|
| Demand Science Group, LLC | DEMANDSCIENCE<br>Cross References:<br>DEMAND SCIENCE    |  | 90372075 | December 10, 2020 | 6573251 | November 30, 2021 |
| Demand Science Group, LLC | PUREB2B<br>Cross References:<br>PURE B 2 B, PURE B TO B |  | 90372029 | December 10, 2020 | --      | --                |
| Demand Science Group, LLC | TIDINGS   |  | 87082004 | June 23, 2016     | 5402482 | February 13, 2018 |

TRADEMARK

REEL: 007677 FRAME: 0637

RECORDED: 03/31/2022