

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM797826

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	Security Agreement (First Lien - Term Loan)
RESUBMIT DOCUMENT ID:	900740149

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
HyprMX Mobile LLC		12/02/2022	Limited Liability Company: DELAWARE
IDR Marketing Partners, LLC		12/02/2022	Limited Liability Company: PENNSYLVANIA
Halverson Consulting LLC		12/02/2022	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Bank of America, N.A.
Street Address:	101 N. Tryon Street
Internal Address:	5th Fl
City:	Charlotte
State/Country:	NORTH CAROLINA
Postal Code:	28255-0001
Entity Type:	National Banking Association: UNITED STATES

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	4810827	BRANDSHARE
Registration Number:	4318826	HYPRMX MOBILE
Registration Number:	4318828	HYPRMX
Registration Number:	5202658	JOBS TO BE WON
Registration Number:	5202663	JTBW
Serial Number:	97555905	THE BEAUTY SEASON
Serial Number:	97447457	CONNECTED SAMPLING

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.

Phone: 2126834120

Email: luis.rodriquez@unitedcorporate.com

Correspondent Name: Doris Ka
Address Line 1: 32 Old Slip
Address Line 2: c/o Cahill Gordon & Reindel Ilp
Address Line 4: New York, NEW YORK 10005

NAME OF SUBMITTER: Doris Ka

SIGNATURE: /Doris Ka/

DATE SIGNED: 03/27/2023

Total Attachments: 10

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FIRST LIEN TRADEMARK SECURITY AGREEMENT

This FIRST LIEN TRADEMARK SECURITY AGREEMENT (as amended, restated, modified or supplemented from time to time, this “**Trademark Security Agreement**”), dated as of December 2, 2022, is made by Advantage Sales & Marketing LLC, a California limited liability company (“**ASM**”), IDR Marketing Partners, LLC, a Pennsylvania limited liability company (“**IDR**”), HyprMX Mobile LLC, a Delaware limited liability company (“**HyprMX**”), and Halverson Consulting LLC, a Delaware limited liability company (“**Halverson**” and, together with ASM, IDR and HyprMX, the “**Grantors**”) in favor of BANK OF AMERICA, N.A., as the Collateral Agent for the Secured Parties (together with its successors and permitted assigns, the “**Collateral Agent**”).

WHEREAS, each Grantor is party to that certain First Lien Security Agreement, dated as of October 28, 2020 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “**Security Agreement**”), by and among such Grantor, the other grantors party thereto and the Collateral Agent; and

WHEREAS, under the terms of the Security Agreement, each Grantor has granted to the Collateral Agent, for the benefit of the Secured Parties, a security interest in, among other property, certain intellectual property of such Grantor, and has agreed to execute this Trademark Security Agreement for recording with the U.S. Patent and Trademark Office.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantors agree as follows:

Section 1. Terms. Capitalized terms used but not defined herein shall have the meanings given or given by reference in the Security Agreement.

Section 2. Grant of Security. As security for the payment or performance, as the case may be, in full of the Secured Obligations, the Grantors hereby grant to the Collateral Agent, for the benefit of the Secured Parties, a security interest (the “**Security Interest**”) in all of the Grantors’ right, title and interest in, to and under the registered and applied for Trademarks set forth on Schedule A attached hereto, together with all goodwill of the business connected with the use thereof and symbolized thereby, and with respect to the foregoing (a) all extensions and renewals thereof, (b) all income, fees, royalties, damages and payments now and hereafter due and/or payable with respect thereto, including damages and payments for past, present or future infringements and dilutions thereof or injury to the goodwill associated therewith, and (c) the right to sue for past, present and future infringements and dilutions thereof or injury to the goodwill associated therewith (collectively, the “**Trademark Collateral**”); *provided* that “**Trademark Collateral**” shall not include and the Security Interest shall not attach to any “intent-to-use” application for registration of a Trademark filed pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. § 1051, prior to the filing and acceptance of a “**Statement of Use**” pursuant to Section 1(d) of the Lanham Act or an “**Amendment to Allege Use**” pursuant to Section 1(c) of the Lanham Act with respect thereto (it being understood that after such filing and acceptance such intent-to-use application shall be automatically subject to the security interest granted herein and deemed to be included in the Trademark Collateral) or to any other Excluded Asset as provided under the Security Agreement.

Section 3. Recordation. The Grantors authorize and request that the Commissioner for Trademarks record this Trademark Security Agreement with the U.S. Patent and Trademark Office and/or the Canadian Intellectual Property Office.

Section 4. Execution in Counterparts. This Trademark Security Agreement may be executed in any number of counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Delivery of an executed signature page to this Trademark Security Agreement by facsimile or electronic (including .pdf or .tif file) transmission shall be as effective as delivery of a manually signed counterpart of this Trademark Security Agreement. The words “execution”, “signed”, “signature”, “delivery” and words of like import in or relating to this Trademark Security Agreement and/or any document to be signed in connection with this Trademark Security Agreement and the transactions contemplated hereby shall be deemed to include Electronic Signatures (as defined below), deliveries or the keeping of records in electronic form, each of which shall be of the same legal effect, validity or enforceability as a manually executed signature, physical delivery thereof or the use of a paper-based recordkeeping system, as the case may be. “Electronic Signatures” means any electronic symbol or process attached to, or associated with, any contract or other record and adopted by a person with the intent to sign, authenticate or accept such contract or record; *provided* that notwithstanding anything contained herein to the contrary, the Collateral Agent is under no obligation to agree to accept electronic signatures in any form or any format unless expressly agreed to by the Collateral Agent pursuant to procedures approved by it.

Section 5. Security Agreement. This Trademark Security Agreement has been entered into in conjunction with the provisions of the Security Agreement. The Grantors do hereby acknowledge and confirm that the grant of the security interest hereunder to, and the rights and remedies of, the Collateral Agent with respect to the Trademark Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated herein by reference as if fully set forth herein. In the event that any provision of this Trademark Security Agreement is deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall control.

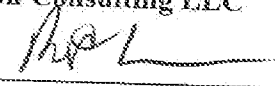
Section 6. Governing Law. THIS TRADEMARK SECURITY AGREEMENT AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES HEREUNDER (INCLUDING, WITHOUT LIMITATION, ANY CLAIMS SOUNDING IN CONTRACT LAW OR TORT LAW ARISING OUT OF THE SUBJECT MATTER HEREOF AND ANY DETERMINATIONS WITH RESPECT TO POST-JUDGMENT INTEREST) SHALL BE GOVERNED BY, AND SHALL BE CONSTRUED AND ENFORCED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO THE CONFLICT OF LAWS PRINCIPLES THEREOF THAT WOULD RESULT IN THE APPLICATION OF ANY LAW OTHER THAN THE LAW OF THE STATE OF NEW YORK WITHOUT GIVING EFFECT TO THE CONFLICTS OF LAW PRINCIPLES THEREOF, BUT INCLUDING SECTION 5-1401 OF THE NEW YORK GENERAL OBLIGATIONS LAW (OTHER THAN ANY MANDATORY PROVISIONS OF LAW RELATING TO THE LAW GOVERNING PERFECTION AND THE EFFECT OF PERFECTION OF THE SECURITY INTEREST AND APPLICABLE FEDERAL LAWS PERTAINING TO TRADEMARKS).

Section 7. Intercreditor Agreements. NOTWITHSTANDING ANYTHING HEREIN TO THE CONTRARY, THE LIEN AND SECURITY INTEREST GRANTED TO THE COLLATERAL AGENT, FOR THE BENEFIT OF THE SECURED PARTIES, PURSUANT TO THIS TRADEMARK SECURITY AGREEMENT AND THE EXERCISE OF ANY RIGHT OR REMEDY BY THE COLLATERAL AGENT AND THE OTHER SECURED PARTIES HEREUNDER ARE SUBJECT TO THE PROVISIONS OF ANY APPLICABLE INTERCREDITOR AGREEMENT. IN THE EVENT OF ANY CONFLICT OR INCONSISTENCY BETWEEN THE PROVISIONS OF ANY SUCH INTERCREDITOR AGREEMENT AND THIS TRADEMARK SECURITY AGREEMENT, THE PROVISIONS OF SUCH INTERCREDITOR AGREEMENT SHALL GOVERN AND CONTROL.

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IN WITNESS WHEREOF, the undersigned has executed this Trademark Security Agreement as of the date first above written.

Advantage Sales & Marketing LLC
IDR Marketing Partners, LLC
HyprMX Mobile LLC
Halverson Consulting LLC

By: 
Name: Robert Murray
Title: Treasurer

Accepted and Agreed:

BANK OF AMERICA, N.A., as Collateral Agent

By: _____

Name:

Henry Pennell

Title:

Vice President

[SIGNATURE PAGE TO FIRST LIEN TRADEMARK AGREEMENT SUPPLEMENT]

SCHEDULE A

Trademark	Jurisdiction	Design (if applicable)	Registration No.	Owner
BRANDSHARE	US	N/A	4,810,827	IDR Marketing Partners, LLC
CONNECTED SAMPLING	US	N/A	Application No. 97/447,457	IDR Marketing Partners, LLC
HYPRMX MOBILE	US	N/A	4,318,826	HyprMX Mobile LLC
HYPRMX	US	N/A	4,318,828	HyprMX Mobile LLC
BRANDSHAREINC and Design	Florida	N/A	T13000000655	Advantage Sales & Marketing LLC
JOBS TO BE WON	US	N/A	5,202,658	Halverson Consulting LLC
JTBW	US	N/A	5,202,663	Halverson Consulting LLC
THE BEAUTY SEASON	US	N/A	Application No. 97/555,905	IDR Marketing Partners, LLC
ASM HOME CENTER/HARDWARE DIVISION	Arizona	N/A	9,036,992	Advantage Sales & Marketing LLC
ADVANTAGE SOLUTIONS	Arizona	N/A	635,666	Advantage Sales & Marketing LLC
ADVANTAGE SALES	Arizona	N/A	9,136,041	Advantage Sales & Marketing LLC
ASM HOME CENTER/HARDWARE DIVISION	Hawaii	N/A	4,109,442	Advantage Sales & Marketing LLC
ADVANTAGE SOLUTIONS	Hawaii	N/A	4,153,965	Advantage Sales & Marketing LLC
ASM HOME CENTER/HARDWARE DIVISION	Louisiana	N/A	597,781	Advantage Sales & Marketing LLC
ADVANTAGE SOLUTIONS	Louisiana	N/A		Advantage Sales & Marketing LLC
ASM HOME CENTER/HARDWARE DIVISION	Nebraska	N/A	10,249,684	Advantage Sales & Marketing LLC
ADVANTAGE SOLUTIONS	Nebraska	N/A	10,217,959	Advantage Sales & Marketing LLC

Schedule A-1
to First Lien Trademark Security Agreement Supplement

TRADEMARK
REEL: 008016 FRAME: 0753

Trademark	Jurisdiction	Design (if applicable)	Registration No.	Owner
ADVANTAGE SOLUTIONS ND	North Dakota	N/A	40,350,000	Advantage Sales & Marketing LLC
ADVANTAGE SOLUTIONS	Wisconsin	N/A	20,151,443,578	Advantage Sales & Marketing LLC
ADVANTAGE SALES	Wisconsin	N/A	20,200,078,276	Advantage Sales & Marketing LLC
ADVANTAGE SOLUTIONS	Wyoming	N/A	2016-000717988	Advantage Sales & Marketing LLC

Schedule A-2
to First Lien Trademark Security Agreement Supplement