

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI121786

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
adHawk Inc.		03/22/2024	Corporation: DELAWARE
Textile Management Systems, Incorporated		03/22/2024	Corporation: LOUISIANA
RECEIVING PARTY DATA			
Company Name:	JPMorgan Chase Bank, N.A.		
Street Address:	10 South Dearborn, Floor L2		
Internal Address:	Suite IL1-1145		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60603-2300		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	6702738	PROXIMITY MILLS	
Registration Number:	6702739	PROXIMITY MILLS	
Registration Number:	6702740	BROADLUME	
Registration Number:	6435184	NEWTON	
Registration Number:	5501232	ADHAWK	
Registration Number:	5227093	ROLLMASTER YOUR FLOORING BUSINESS SOFTWARE PARTNER	
CORRESPONDENCE DATA			
Fax Number:			
<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:	2127288000		
Email:	IPDocketing@willkie.com		
Correspondent Name:	Matthew S. Makover		
Address Line 1:	787 Seventh Avenue		
Address Line 4:	New York , NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	125180.00147		

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NAME OF SUBMITTER:	HEATHER SCHNEIDER
SIGNATURE:	HEATHER SCHNEIDER
DATE SIGNED:	03/26/2024
Total Attachments: 5 source=Broadlume_JPM - Trademark Security Agreement Executed#page1.tif source=Broadlume_JPM - Trademark Security Agreement Executed#page2.tif source=Broadlume_JPM - Trademark Security Agreement Executed#page3.tif source=Broadlume_JPM - Trademark Security Agreement Executed#page4.tif source=Broadlume_JPM - Trademark Security Agreement Executed#page5.tif	

TRADEMARK SECURITY AGREEMENT

THIS TRADEMARK SECURITY AGREEMENT, dated as of March 22, 2024, is made by each of the entities listed on the signature pages hereof (each a “Grantor” and, collectively, the “Grantors”), in favor of JPMorgan Chase Bank, N.A. (“JPM”), as administrative agent and collateral agent (in such capacities, together with its successors and permitted assigns, “Agent”) for the Secured Parties (as defined in the Credit Agreement referred to below).

WITNESSETH:

WHEREAS, pursuant to the Credit Agreement, dated as of March 22, 2024 (including all exhibits and schedules hereto, as the same may be amended, restated, amended and restated, extended, refinanced and/or otherwise modified from time to time, the “Credit Agreement”), by and among adHawk Inc., a Delaware corporation (the “Borrower”), the other Credit Parties party thereto, the Lenders and the L/C Issuers from time to time party thereto and Agent, the Lenders and the L/C Issuers have severally agreed to make extensions of credit to the Borrower upon the terms and subject to the conditions set forth therein;

WHEREAS, each Grantor has agreed, pursuant to the Guaranty and Security Agreement, dated as of March 22, 2024 in favor of Agent (as the same may be amended, restated, amended and restated, supplemented and/or otherwise modified from time to time, the “Guaranty and Security Agreement”), to guarantee the Obligations (as defined in the Credit Agreement) of the Borrower; and

WHEREAS, all of the Grantors are party to the Guaranty and Security Agreement pursuant to which the Grantors are required to execute and deliver this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises, each Grantor hereby agrees with Agent as follows:

Section 1. Defined Terms. Capitalized terms used herein without definition are used as defined in the Guaranty and Security Agreement or Credit Agreement, as applicable.

Section 2. Grant of Security Interest in Trademark Collateral. Each Grantor, as collateral security for the prompt and complete payment and performance when due (whether at stated maturity, by acceleration or otherwise) of the Secured Obligations of such Grantor, hereby mortgages, pledges and hypothecates to Agent for the benefit of the Secured Parties, and grants to Agent for the benefit of the Secured Parties a Lien on and security interest in, all of its right, title and interest in, to and under the following Collateral of such Grantor (to the extent not constituting Excluded Collateral) (the “Trademark Collateral”):

- (a) all of its United States Trademarks (other than Trademarks that are Excluded Collateral), including, without limitation, those registrations and applications referred to on Schedule 1 hereto;
- (b) all renewals and extensions of the foregoing;
- (c) all goodwill of the business connected with the use of, and symbolized by, each such Trademark; and
- (d) all income, royalties, proceeds and Liabilities at any time due or payable or asserted under and with respect to any of the foregoing or otherwise with respect thereto, including, without limitation, all rights to sue and recover at law or in equity for any past, present and future

infringement, misappropriation, dilution, violation or other impairment thereof.

Section 3. Guaranty and Security Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to Agent pursuant to the Guaranty and Security Agreement, and each Grantor hereby acknowledges and agrees that the rights and remedies of Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Guaranty and Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event of any conflict between any provision of the Guaranty and Security Agreement and any provision of this Trademark Security Agreement, the provisions of the Guaranty and Security Agreement shall control.

Section 4. Grantor Remains Liable. Each Grantor hereby agrees that, anything herein to the contrary notwithstanding, as between the parties, such Grantor shall assume full and complete responsibility for the prosecution, defense, enforcement or any other necessary or desirable actions, in each case, subject to its reasonable business judgment, in connection with their Trademarks and IP Licenses subject to a security interest hereunder, consistent with Grantor's obligation and subject to the limitations otherwise set forth in the Guaranty and Security Agreement.

Section 5. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts and by different parties in separate 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. Signature pages may be detached from multiple separate counterparts and attached to a single counterpart. Delivery of an executed signature page of this Agreement by facsimile transmission or by Electronic Transmission shall be as effective as delivery of a manually executed counterpart hereof.

Section 6. Governing Law. This Trademark Security Agreement and the rights and obligations of the parties hereto shall be governed by, and construed and interpreted in accordance with, the laws of the State of New York.

[SIGNATURE PAGES FOLLOW]

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

adHawk Inc., as Grantor

By: Catherine Faber
Name: Catherine Faber
Title: Chief Financial Officer

Textile Management Systems, Incorporated, as Grantor

By: Todd Saunders
Name: Todd Saunders
Title: President

ACCEPTED AND AGREED
as of the date first set forth above:

JPMORGAN CHASE BANK, N.A., as Agent

By: *Kyle Kysar*

Name: Kyle Kysar

Title: Authorized Officer

[Signature Page to Trademark Security Agreement]

TRADEMARK
REEL: 008380 FRAME: 0545

SCHEDULE I
TO
TRADEMARK SECURITY AGREEMENT

Trademark Registrations

1. REGISTERED TRADEMARKS

Trademark	Owner Name	Country	Reg. Date	Reg. No.
PROXIMITY MILLS	AdHawk Inc.	United States	4/12/2022	6702738
PROXIMITY MILLS	AdHawk Inc.	United States	4/12/2022	6702739
BROADLUME	AdHawk Inc.	United States	4/12/2022	6702740
NEWTON	AdHawk Inc.	United States	7/27/2021	6435184
ADHAWK	AdHawk Inc.	United States	6/26/2018	5501232
ROLLMASTER YOUR FLOORING BUSINESS SOFTWARE PARTNER	Textile Management Systems, Inc.	United States	6/20/2017	5227093

2. TRADEMARK APPLICATIONS

None.

3. IP LICENSES

None.