

## FORM 9

### NOTICE OF PROPOSED ISSUANCE OF LISTED SECURITIES

Name of CNSX Issuer: Highmark Marketing Inc. (the "Issuer")

Trading Symbol: HMK

Date: October 14, 2014

Is this an updating or amending Notice:  Yes  No

If yes provide date(s) of prior Notices:

Issued & Outstanding Securities of Issuer Prior to Issuance: 13,368,607

Date of News Release Announcing Private Placement: N/A

Closing Market Price on Day Preceding the Issuance of the News Release: N/A

#### 1. Private Placement

N/A

Name of Party (If not an individual, name all insiders of the Party)	Number and Type of Securities to be Issued (Common Shares)	Dollar value per Security (CDN\$)	Conversion price (if applicable)	Prospectus Exemption (NI45-106)	No. of Securities, directly or indirectly, Owned, Controlled or Directed by Party	Describe relationship to Issuer
<b>TOTALS</b>						

1. Total amount of funds to be raised: \_\_\_\_\_
2. Provide full details of the use of the proceeds. The disclosure should be sufficiently complete to enable a reader to appreciate the significance of the transaction without reference to any other material.  
N/A
3. Provide particulars of any proceeds which are to be paid to Related Persons of the Issuer: N/A
4. If securities are issued in forgiveness of indebtedness, provide details and attach the debt agreement(s) or other documentation evidencing the debt and the agreement to exchange the debt for securities. N/A

5. Description of securities to be issued: **N/A**
- (a) Class: \_\_\_\_\_
- (b) Number: \_\_\_\_\_
- (c) Price per security: \_\_\_\_\_
- (d) Voting rights: \_\_\_\_\_
6. Provide the following information if Warrants, (options) or other convertible securities are to be issued: **N/A**
- (a) Number \_\_\_\_\_
- (b) Number of securities eligible to be purchased on exercise of Warrants (or options) \_\_\_\_\_
- (c) Exercise price \_\_\_\_\_
- (d) Expiry date \_\_\_\_\_
7. Provide the following information if debt securities are to be issued: **N/A.**
- (a) Aggregate principal amount \_\_\_\_\_ .
- (b) Maturity date \_\_\_\_\_ .
- (c) Interest rate \_\_\_\_\_ .
- (d) Conversion terms \_\_\_\_\_ .
- (e) Default provisions \_\_\_\_\_ .
8. Provide the following information for any agent's fee, commission, bonus or finder's fee, or other compensation paid or to be paid in connection with the placement (including warrants, options, etc.): **N/A**
- (a) Details of any dealer, agent, broker or other person receiving compensation in connection with the placement (name, address. If a corporation, identify persons owning or exercising voting control over 20% or more of the voting shares if known to the Issuer):
- (b) Cash: \_\_\_\_\_
- (c) Securities: \_\_\_\_\_
- (d) Other: \_\_\_\_\_
- (e) Expiry date of any options, warrants etc. \_\_\_\_\_

- (f) Exercise price of any options, warrants etc. \_\_\_\_\_
9. State whether the sales agent, broker, dealer or other person receiving compensation in connection with the placement is Related Person or has any other relationship with the Issuer and provide details of the relationship **N/A**
10. Describe any unusual particulars of the transaction (i.e. tax “flow through” shares, etc.). **N/A** \_\_\_\_\_
11. State whether the private placement will result in a change of control.  
**N/A** \_\_\_\_\_
12. Where there is a change in the control of the Issuer resulting from the issuance of the private placement shares, indicate the names of the new controlling shareholders. **N/A** \_\_\_\_\_
13. Each purchaser has been advised of the applicable securities legislation restricted or seasoning period. All certificates for securities issued which are subject to a hold period bear the appropriate legend restricting their transfer until the expiry of the applicable hold period required by Multilateral Instrument 45-102.

## 2. Acquisition

1. Provide details of the assets to be acquired by the Issuer (including the location of the assets, if applicable). The disclosure should be sufficiently complete to enable a reader to appreciate the significance of the transaction without reference to any other material:  
**The Issuer is due to complete an asset purchase whereby the Issuer will acquire MobiWeed, an online website, and its related assets from Intelliserve Software Inc. MobiWeed hosts marijuana mapping software and related educational content, enabling visitors to search the location and details of marijuana dispensaries and pharmacies in North America. On MobiWeed, dispensaries and pharmacies can create and update their own profiles, enabling them to educate site visitors on their products. MobiWeed also delivers industry news and commentary.**
2. Provide details of the acquisition including the date, parties to and type of agreement (eg: sale, option, license etc.) and relationship to the Issuer. The disclosure should be sufficiently complete to enable a reader to appreciate the significance of the acquisition without reference to any other material:  
**On October 14, 2014 the Issuer entered into an asset purchase agreement with Intelliserve Software Inc. The acquisition of the MobiWeed assets is due to be completed on October 15, 2014. As consideration for the acquisition, the Issuer will issue 250,000 common shares to Intelliserve Software Inc.**

3. Provide the following information in relation to the total consideration for the acquisition (including details of all cash, securities or other consideration) and any required work commitments:
- (a) Total aggregate consideration in Canadian dollars: **\$155,000**
  - (b) Cash: **\$35,000**
  - (c) Securities (including options, warrants etc.) and dollar value: **250,000 common shares at a deemed price of \$0.48 per common share. Total dollar value is \$120,000. These figures are based upon the closing price on October 14, 2014.**
  - (d) Other: **N/A**
  - (e) Expiry date of options, warrants, etc. if any: **N/A**
  - (f) Exercise price of options, warrants, etc. if any: **N/A**
  - (g) Work commitments: **N/A**
4. State how the purchase or sale price was determined (e.g. arm's-length negotiation, independent committee of the Board, third party valuation etc). **The purchase price was determined by arm's length negotiations.**
5. Provide details of any appraisal or valuation of the subject of the acquisition known to management of the Issuer: **N/A.**
6. The names of parties receiving securities of the Issuer pursuant to the acquisition and the number of securities to be issued are described as follows:

Name of Party (If not an individual, name all insiders of the Party)	Number and Type of Securities to be Issued	Dollar value per Security (CDN\$)	Conversion price (if applicable)	Prospectus Exemption	No. of Securities, directly or indirectly, Owned, Controlled or Directed by Party	Describe relationship to Issuer
Intelliserve Software Inc.	250,000	\$0.48 (deemed price)	N/A	Section 2.12 of NI 45-106  (Asset Acquisition)	0	The Issuer entered into an asset purchase agreement with Intelliserve Software Inc. for the acquisition of MobiWeed and its related assets, due to be completed on October 15, 2014.

7. Details of the steps taken by the Issuer to ensure that the vendor has good title to the assets being acquired:  
**The Issuer has reviewed copies of the intellectual property chain of title documents for MobiWeed and its related assets.**
8. Provide the following information for any agent's fee, commission, bonus or finder's fee, or other compensation paid or to be paid in connection with the acquisition (including warrants, options, etc.): **N/A**
- (a) Details of any dealer, agent, broker or other person receiving compensation in connection with the acquisition (name, address. If a corporation, identify persons owning or exercising voting control over 20% or more of the voting shares if known to the Issuer): .

- (b) Cash \_\_\_\_\_ .
- (c) Securities \_\_\_\_\_ .
- (d) Other \_\_\_\_\_ .
- (e) Expiry date of any options, warrants etc. \_\_\_\_\_
- (f) Exercise price of any options, warrants etc. \_\_\_\_\_ .

9. State whether the sales agent, broker or other person receiving compensation in connection with the acquisition is a Related Person or has any other relationship with the Issuer and provide details of the relationship. N/A
10. If applicable, indicate whether the acquisition is the acquisition of an interest in property contiguous to or otherwise related to any other asset acquired in the last 12 months. N/A

## Certificate Of Compliance

The undersigned hereby certifies that:

1. The undersigned is a director and/or senior officer of the Issuer and has been duly authorized by a resolution of the board of directors of the Issuer to sign this Certificate of Compliance on behalf of the Issuer.
2. As of the date hereof there is not material information concerning the Issuer which has not been publicly disclosed.
3. The undersigned hereby certifies to CNSX that the Issuer is in compliance with the requirements of applicable securities legislation (as such term is defined in National Instrument 14-101) and all CNSX Requirements (as defined in CNSX Policy 1).
4. All of the information in this Form 9 Notice of Private Placement is true.

Dated: **October 14, 2014**

Marc Branson  
Name of Director or Senior Officer

"Marc Branson"  
Signature

CEO and Director  
Official Capacity