

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| | |
|-----------------------|-------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | SECURITY INTEREST |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-------------------|----------|----------------|-----------------------|
| GRAPHEFFECT, INC. | | 10/11/2012 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

| | |
|-------------------|-----------------------------|
| Name: | SQUARE 1 BANK |
| Street Address: | 406 Blackwell Street |
| Internal Address: | Suite 240 |
| City: | Durham |
| State/Country: | NORTH CAROLINA |
| Postal Code: | 27701 |
| Entity Type: | CORPORATION: NORTH CAROLINA |

PROPERTY NUMBERS Total: 14

| Property Type | Number | Word Mark |
|----------------|----------|------------------|
| Serial Number: | 85543970 | STORY MANAGEMENT |
| Serial Number: | 85595388 | REACHRANK |
| Serial Number: | 85543974 | STORY ECONOMY |
| Serial Number: | 85543968 | GRAPHBOT |
| Serial Number: | 85543967 | AUDIENCERANK |
| Serial Number: | 85543966 | STORY DISCOVERY |
| Serial Number: | 85543963 | STORYRANK |
| Serial Number: | 85543960 | STORYBOOST |
| Serial Number: | 85543959 | SMARTBOOST |
| Serial Number: | 85601668 | INSIGHT RANK |
| Serial Number: | 85601638 | VIRAL BOOST |
| Serial Number: | 85601627 | VIRAL RANK |
| Serial Number: | 85595389 | REACHBOOST |

CH \$365.00 85543970

Serial Number:

85543972

STORY DISCOVERY ENGINE

CORRESPONDENCE DATA

Fax Number: 9193541278

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 919-314-3086

Email: loandocsdept@square1bank.com

Correspondent Name: Square 1 Bank

Address Line 1: 406 Blackwell Street

Address Line 2: Suite 240

Address Line 4: Durham, NORTH CAROLINA 27701

NAME OF SUBMITTER:

Lee Conner

Signature:

/leeconner-tkf/

Date:

02/06/2013

Total Attachments: 5

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**SUPPLEMENT
TO
INTELLECTUAL PROPERTY SECURITY AGREEMENT**

This Supplement to Intellectual Property Security Agreement is entered into as of October 11, 2012 by and between SQUARE 1 BANK ("Bank") and GRAPHEFFECT, INC., a Delaware Corporation ("Grantor").

RECITALS

A. Bank and Grantor previously entered into an Intellectual Property Security Agreement (the "IP Security Agreement"), dated February 28, 2012. (Capitalized terms that are used but not defined herein shall have the meanings provided for in the IP Security Agreement.)

B. Bank and Grantor now desire to amend and supplement the IP Security Agreement as set forth herein.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, the parties hereby represent, warrant, covenant and agree as follows:

AGREEMENT

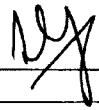
The IP Security Agreement is hereby amended and supplemented by adding the Intellectual Property listed on Exhibit A hereto to Exhibit A of the IP Security Agreement, the Intellectual Property listed on Exhibit B hereto to Exhibit B of the IP Security Agreement, and the Intellectual Property listed on Exhibit C hereto to Exhibit C of the IP Security Agreement. References to Exhibits contained in the IP Security Agreement shall be deemed to refer to such Exhibits as supplemented by the Exhibits attached hereto. Without limitation on the generality of the foregoing, (i) Grantor grants and pledges to Bank a security interest in all of Grantor's right, title and interest in, to and under the intellectual property described on the Exhibits hereto (including without limitation the Patents, Trademarks and Copyrights, if any, described thereon), and including without limitation all proceeds thereof (such as, by way of example but not by way of limitation, license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, all rights corresponding thereto throughout the world and all re-issues, divisions continuations, renewals, extensions and continuations-in-part thereof, and (ii) Grantor represents and warrants to Bank that, other than as set forth on the Exhibits to the IP Security Agreement (as amended and supplemented by the Exhibits hereto), it has no trademarks or patents registered with the United States Patent and Trademark Office, or copyrights registered with the United States Copyright Office, or any pending applications therefor.

This Agreement is part of the IP Security Agreement and the provisions thereof are incorporated herein. The parties are authorized to attach to the IP Security Agreement a copy of the Exhibits hereto. This Agreement may be executed in any number of, and by different parties hereto on, separate counterparts, all of which, when so executed, shall be deemed an original, for all such counterparts shall constitute one and the same agreement.

IN WITNESS WHEREOF, the parties have caused this Supplement to Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

GRANTOR:

GRAPHEFFECT, INC.

By: 
Title: C.F.O.
10-18-12

BANK:

SQUARE 1 BANK

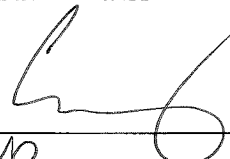
By: 
Title: VP

EXHIBIT A

COPYRIGHTS

| Description | Registration Number | Registration Date |
|--------------------|--------------------------------|------------------------------|
| None | | |

EXHIBIT B

PATENTS

| Description | Registration OR Serial Number | Registration OR Filing Date |
|--------------------|--|--|
|--------------------|--|--|

None

EXHIBIT C

TRADEMARKS

| Description | Registration/ Application Number | Registration/ Application Date |
|------------------------|---|---|
| STORY MANAGEMENT | 85543970 | 02/15/12 |
| REACHRANK | 85595388 | 04/11/12 |
| STORY ECONOMY | 85543974 | 02/15/12 |
| GRAPHBOT | 85543968 | 02/15/12 |
| AUDIENCERANK | 85543967 | 02/15/12 |
| STORY DISCOVERY | 85543966 | 02/15/12 |
| STORYRANK | 85543963 | 02/15/12 |
| STORYBOOST | 85543960 | 02/15/12 |
| SMARTBOOST | 85543959 | 02/15/12 |
| INSIGHT RANK | 85601668 | 04/18/12 |
| VIRAL BOOST | 85601638 | 04/18/12 |
| VIRAL RANK | 85601627 | 04/18/12 |
| REACHBOOST | 85595389 | 04/11/12 |
| STORY DISCOVERY ENGINE | 85543972 | 02/15/12 |