

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|----------------------------------|---------------------------|----------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | RELEASE BY SECURED PARTY | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Betaworks Studio, LLC | | 02/12/2013 | LIMITED LIABILITY COMPANY: |
| RECEIVING PARTY DATA | | | |
| Name: | SocialFlow, Inc. | | |
| Street Address: | 140 East 45th Street, 16th Floor | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10017 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 85413168 | SOCIALFLOW ATTENTIONSCORE | |
| Registration Number: | 3856603 | SOCIALFLOW | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Email: | tmoore@gunder.com | | |
| Correspondent Name: | Todd Moore | | |
| Address Line 1: | 220 W 42nd Street, 21st Floor | | |
| Address Line 4: | New York, NEW YORK 10036 | | |
| NAME OF SUBMITTER: | Todd Moore | | |
| Signature: | /Todd Moore/ | | |
| Date: | 02/13/2013 | | |
| Total Attachments: 3 source=0180_001#page1.tif source=0180_001#page2.tif source=0180_001#page3.tif | | | |

OP \$65.00 85413168

**TERMINATION AND RELEASE
OF INTELLECTUAL PROPERTY SECURITY INTEREST**

THIS TERMINATION AND RELEASE dated as of February 12, 2013, is made between Betaworks Studio, LLC, a Delaware limited liability company (the "Collateral Agent") and SocialFlow, Inc. a Delaware corporation (the "Grantor").

WITNESSETH:

WHEREAS, pursuant to an Intellectual Property Security Agreement dated as of October 29, 2012, in favor of Collateral Agent (the "IP Security Agreement"), a security interest (the "Security Interest") was granted by the Grantor to Collateral Agent in Grantor's Intellectual Property (as defined in the IP Security Agreement);

WHEREAS, the IP Security Agreement was recorded against certain trademark registrations in the United States Patent and Trademark Office; and

WHEREAS, Collateral Agent now desires to formally terminate and release the entirety of its Security Interest in the Grantor's Intellectual Property listed in the IP Security Agreement;

NOW, THEREFORE, for good and valuable consideration, including the satisfaction of all obligations, indebtedness, and liabilities secured by the Collateral pursuant to the IP Security Agreement, the receipt and adequacy of which are hereby acknowledged, and upon the terms set forth in this Termination and Release, Collateral Agent hereby states as follows:

1. Definitions. All capitalized terms used but not otherwise defined herein have the meanings given to them in the IP Security Agreement.
2. Release of Security Interest. Collateral Agent hereby terminates, releases, and discharges its Security Interest in all Grantor's Intellectual Property including, but not limited to, the trademark collateral listed in Schedule 1 attached hereto. Any and all right, title, or interest of Collateral Agent in such Grantor's Intellectual Property and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof, shall hereby cease and become void.
3. Further Assurances. Collateral Agent hereby agrees to duly execute, acknowledge, procure and deliver any further documents and to do such other acts as may be reasonably necessary to effect the release of the Security Interest in the Grantor's Intellectual Property contemplated hereby.

[Signature Pages Follow]

IN WITNESS WHEREOF, the undersigned has executed this Termination and Release of Security Interest in Intellectual Property by its duly authorized officer as of the date first written above.

Betaworks Studio, LLC, as Collateral Agent

By: _____
Name: _____
Title: _____

Joshua Auerbach, CFO
Betaworks Studio, LLC
418 West 13th Street, Suite 203
New York, NY 10014

Address: _____

Schedule 1
Trademarks

| Mark | Registration Date | Registration No. | Country |
|---------------------------|--|------------------|---------|
| SocialFlow | October 5, 2010 | 3856603 | USA |
| SocialFlow AttentionScore | Filed September 1, 2011 (registration pending) | 85413168 | USA |