

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
Quantcast Corporation	FORMERLY CertaClick Corporation	10/25/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Venture Lending & Leasing VI, Inc.
Street Address:	104 La Mesa Drive, Suite 102
City:	Portola Valley
State/Country:	CALIFORNIA
Postal Code:	94028
Entity Type:	CORPORATION: MARYLAND

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3744747	
Registration Number:	3609379	GET QUANTIFIED
Registration Number:	3744665	IT'S YOUR AUDIENCE. WE JUST FIND IT.
Registration Number:	3749147	MARKETING SCIENCE MADE SIMPLE
Registration Number:	3837198	QUANTCAST
Registration Number:	3675377	QUANTCAST
Registration Number:	3675378	QUANTCAST
Serial Number:	85244612	ULLUCUS HEAVEN

CORRESPONDENCE DATA

Fax Number: 4157774961  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
 Phone: 415 981 1400  
 Email: gkiviat@grmslaw.com

OP \$215.00 3744747

Correspondent Name: Jeffrey T. Klugman  
Address Line 1: Four Embarcadero Center, Suite 4000  
Address Line 4: San Francisco, CALIFORNIA 94111

ATTORNEY DOCKET NUMBER: 47558/0004 T

NAME OF SUBMITTER: Jeffrey T. Klugman

Signature: /Jeffrey T. Klugman/

Date: 06/18/2013

**Total Attachments: 8**

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## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement (this "Agreement") is made as of October 25, 2011, by and between QUANTCAST CORPORATION, a Delaware corporation ("Grantor"), and VENTURE LENDING & LEASING VI, INC., a Maryland corporation ("Secured Party").

### RECITALS

A. Pursuant to the Loan and Security Agreement, of even date herewith, as supplemented by the Supplement thereto of even date therewith (the "Loan Agreement" and the "Supplement," respectively) between Grantor, as borrower, and Secured Party, as lender, Secured Party agreed to make certain advances of money and to extend certain financial accommodations to Grantor in the amounts and manner set forth in the Loan Agreement and Supplement. All capitalized terms used herein without definition shall have the meanings ascribed to them in the Loan Agreement.

B. Secured Party is willing to make such advances of money and extend such financial accommodations to Grantor, but only upon the condition, among others, that Grantor shall grant to Secured Party a security interest in substantially all of Grantor's personal property whether presently existing or hereafter acquired. To that end, Grantor has executed in favor of Secured Party the Loan Agreement granting a security interest in all Collateral, and is executing this Agreement with respect to certain items of Intellectual Property, in particular.

NOW, THEREFORE, THE PARTIES HERETO AGREE AS FOLLOWS:

1. Grant of Security Interest. As collateral security for the prompt and complete payment and performance of all of Grantor's present or future Obligations, Grantor hereby grants a security interest and mortgage to Secured Party, as security, in and to Grantor's entire right, title and interest in, to and under the following Intellectual Property, now owned or hereafter acquired by Grantor or in which Grantor now holds or hereafter acquires any interest (all of which shall collectively be called the "Collateral" for purposes of this Agreement):

(a) Any and all copyrights, whether registered or unregistered, held pursuant to the laws of the United States, any State thereof or of any other country; all registrations, applications and recordings in the United States Copyright Office or in any similar office or agency of the United States, and State thereof or any other country; all continuations, renewals, or extensions thereof; and any registrations to be issued under any pending applications, including without limitation those set forth on Exhibit A attached hereto (collectively, the "Copyrights");

(b) All letters patent of, or rights corresponding thereto in, the United States or any other country, all registrations and recordings thereof, and all applications for letters patent of, or rights corresponding thereto in, the United States or any other country, including, without limitation, registrations, recordings and applications in the United States Patent and Trademark Office or in any similar office or agency of the United States, any State thereof or any other country; all reissues, continuations, continuations-in-part or extensions thereof; all petty patents, divisionals, and patents of addition; and all patents to be issued under any such applications, including without limitation the patents and patent applications set forth on Exhibit B attached hereto (collectively, the "Patents");

(c) All trademarks, trade names, corporate names, business names, trade styles, service marks, logos, other source or business identifiers, prints and labels on which any of the foregoing have appeared or appear, designs and general intangibles of like nature, now existing or hereafter adopted or acquired, all registrations and recordings thereof, and any applications in connection therewith, including, without limitation, registrations, recordings and applications in the United States Patent and Trademark Office or in any similar office or agency of the United States, any State thereof or any other country or any political subdivision thereof, and reissues, extensions or renewals thereof, and the entire goodwill of the business of Grantor connected with and symbolized by such trademarks, including without limitation those set forth on Exhibit C attached hereto (collectively, the "Trademarks");

(d) Any and all claims for damages by way of past, present and future infringement of any of the rights included above, with the right, but not the obligation, to sue for and collect such damages for said use or infringement of the intellectual property rights identified above;

(e) All licenses or other rights to use any of the Copyrights, Patents or Trademarks, and all license fees and royalties arising from such use to the extent permitted by such license or rights;

(f) All amendments, renewals and extensions of any of the Copyrights, Trademarks or Patents; and

(g) All proceeds and products of the foregoing, including without limitation all payments under insurance or any indemnity or warranty payable in respect of any of the foregoing.

Notwithstanding the foregoing the term "Collateral" shall not include: (a) "intent-to-use" trademarks at all times prior to the first use thereof, whether by the actual use thereof in commerce, the recording of a statement of use with the United States Patent and Trademark Office or otherwise, but only to the extent the granting of a security interest in such "intent to use" trademarks would be contrary to applicable law or (b) any contract, instrument or chattel paper in which Grantor has any right, title or interest if and to the extent such contract, instrument or chattel paper includes a provision containing a restriction on assignment such that the creation of a security interest in the right, title or interest of Grantor therein would be prohibited and would, in and of itself, cause or result in a default thereunder enabling another person party to such contract, instrument or chattel paper to enforce any remedy with respect thereto; provided, however, that the foregoing exclusion shall not apply if (i) such prohibition has been waived or such other person has otherwise consented to the creation hereunder of a security interest in such contract, instrument or chattel paper, or (ii) such prohibition would be rendered ineffective pursuant to Sections 9-407(a) or 9-408(a) of the UCC, as applicable and as then in effect in any relevant jurisdiction, or any other applicable law (including the Bankruptcy Code) or principles of equity); provided further that immediately upon the ineffectiveness, lapse or termination of any such provision, the term "Collateral" shall include, and Grantor shall be deemed to have granted a security interest in, all its rights, title and interests in and to such contract, instrument or chattel paper as if such provision had never been in effect; and provided further that the foregoing exclusion shall in no way be construed so as to limit, impair or otherwise affect Secured Party's unconditional continuing security interest in and to all rights, title and interests of Grantor in or to any payment obligations or other rights to receive monies due or to become due under any such contract, instrument or chattel paper and in any such monies and other proceeds of such contract, instrument or chattel paper.

2. Covenants and Warranties. Grantor represents, warrants, covenants and agrees as follows:

(a) Grantor is now the sole owner of the Collateral, except for Permitted Liens;

(b) During the term of this Agreement, Grantor will not transfer or otherwise encumber any interest in the Collateral outside of the ordinary course of business, except for Permitted Liens;

(c) To its knowledge, no part of the Collateral has been judged invalid or unenforceable, in whole or in part;

(d) Grantor shall deliver to Secured Party within forty five (45) days of the last day of each fiscal quarter, a report signed by Grantor, in form reasonably acceptable to Secured Party, listing any applications or registrations that Grantor has made or filed in respect of any patents, copyrights or trademarks and the status of any outstanding applications or registrations. Grantor shall promptly advise Secured Party of any material change in the composition of the Collateral, including but not limited to any subsequent ownership right of the Grantor in or to any Trademark, Patent or Copyright not specified in this Agreement;

(e) Grantor shall use reasonable commercial efforts consistent with its past practices to (i) protect, defend and maintain the validity and enforceability of the Trademarks, Patents and Copyrights, (ii) detect infringements of the Trademarks, Patents and Copyrights and promptly advise Secured Party in writing of material infringements detected, and (iii) not allow any material Trademarks, Patents or Copyrights to be abandoned,

forfeited or dedicated to the public without the written consent of Secured Party, which consent shall not be unreasonably withheld, delayed or conditioned;

(f) Grantor shall, from time to time, execute and file such other instruments, and take such further actions as Secured Party may reasonably request from time to time to perfect or continue the perfection of Secured Party's interest in the Collateral. Grantor shall give Secured Party notice of all such applications or registrations; and

(g) Grantor shall not enter into any agreement that would materially impair or conflict with Grantor's obligations hereunder without Secured Party's prior written consent, which consent shall not be unreasonably withheld, delayed or conditioned. Grantor shall not permit the inclusion in any material contract to which it becomes a party of any provisions that could or might in any way prevent the creation of a security interest in Grantor's rights and interests in any property included within the definition of the Collateral acquired under such contracts.

3. Further Assurances: Attorney in Fact.

(a) On a continuing basis, Grantor will make, execute, acknowledge and deliver, and file and record in the proper filing and recording places in the United States, all such instruments, including appropriate financing and continuation statements and collateral agreements and filings with the United States Patent and Trademark Office and the Register of Copyrights, and take all such action as Grantor reasonably deems necessary or advisable, or as reasonably requested by Secured Party, to perfect Secured Party's security interest in all Copyrights, Patents and Trademarks and otherwise to carry out the intent and purposes of this Agreement, or for assuring and confirming to Secured Party the grant or perfection of a security interest in all Collateral.

(b) Grantor hereby irrevocably appoints Secured Party as Grantor's attorney-in-fact, with full authority in the place and stead of Grantor and in the name of Grantor, from time to time during the term of this Agreement in Secured Party's discretion, to take any action and to execute any instrument which Secured Party may deem reasonably necessary or advisable to accomplish the purposes of this Agreement, including to file, in its sole discretion, one or more financing or continuation statements and amendments thereto, relative to any of the Collateral without the signature of Grantor where permitted by law.

4. Events of Default. The occurrence of any of the following shall constitute an Event of Default under this Agreement:

(a) An Event of Default under the Loan Agreement; or

(b) Grantor materially breaches any warranty or agreement made by Grantor in this Agreement and, as to any breach that is capable of cure, Grantor fails to cure such breach within forty five (45) days of the sooner to occur of Grantor's receipt of notice of such breach from Secured Party or the date on which such breach first becomes known to Grantor.

5. Amendments. This Agreement may be amended only by a written instrument signed by both parties hereto.

6. Counterparts. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute the same instrument.

7. Termination. This Agreement and the security interests created hereby, shall terminate automatically upon satisfaction of the Obligations under the Loan Agreement and the Supplement secured by the Collateral.

*[Signature Pages Follow]*

ORIGINAL

[Signature page to Intellectual Property Security Agreement]

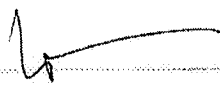
IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the day and year first above written.

GRANTOR:

Address of Grantor:

QUANTCAST CORPORATION

201 Third St., Second Floor  
San Francisco, CA 94103  
Attn: \_\_\_\_\_

By:   
Name: KONRAD FELDMAN  
Its: CEO

SECURED PARTY:

Address of Secured Party:

VENTURE LENDING & LEASING VI, INC.

104 La Mesa Dr., Suite 102  
Portola Valley, CA 94028  
Attn: Chief Financial Officer

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Its: \_\_\_\_\_

ORIGINAL

[Signature page to Intellectual Property Security Agreement]

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the day and year first above written.

GRANTOR:

Address of Grantor:

QUANTCAST CORPORATION

201 Third St., Second Floor  
San Francisco, CA 94103  
Attn: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

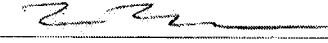
Its: \_\_\_\_\_

SECURED PARTY:

Address of Secured Party:

VENTURE LENDING & LEASING VI, INC.

104 La Mesa Dr., Suite 102  
Portola Valley, CA 94028  
Attn: Chief Financial Officer

By:  \_\_\_\_\_

Name: Maurice Werdegar

Its: President and CEO

EXHIBIT A

Copyrights

**Registered:** None

**Unregistered:**

- \* Quantcast website and content thereof
- \* Quantcast promotional materials
- \* Quantcast source code



EXHIBIT B

Patents

Granted:

Description	Registration Number	Registration Date
System and Method for Multibeaconing (Naveen Nalam)	US 7,752,261 B1	7/6/10
System and Method for Client Management (Naveen Nalam)	US 7,958,191 B1	6/7/11

Filed:

Description	Application Number	Filing Date
26482-15327/US: Method & System for a Standardized Comparison of Audience Metrics for Multiple Networked Media Outlets	12/189,685	8/11/08
26482-16808/US: System & Method for Multibeaconing	12/762,481	4/19/10
26482-18715 US: Sellable Audience Segment Conformance	61/476,189	4/15/11
CERT-P001: Advertising Pricing & Prioritization	11/121,890	5/3/05
CERT-P004: Advertising Opportunity & Exchange	11/490,792	7/20/06
CERT-P010: Audience Commonality and Measurement	11/784,299	4/6/07
CERT-P011: Tracking Identifier Synchronization	11/862,053	9/26/07
CERT-P014: Method and System for Preserving Privacy Related to Networked Media Consumption Activities	12/340,259	12/19/08
QUANT-P017: Protected Audience Selection	12/761,327	4/15/10
QUANT-P018: Audience Segment Selection	12/498,628	7/7/09
QUANT-P019: Confidential Request for Proposal Manager	12/544,853	8/20/09
QUANT-P022: Detecting and Reporting on Consumption Rate Changes	12/829,643	7/2/10
QUANT-P023: Categorizing Networked Media Content Consumers	12/700,634	2/4/10
QUANT-P024: Sellable Audience Segment Conformance	61/320,068	4/1/10
QUANT-P028: Using Proxy Behaviors for Audience Selection	13/275,098	10/17/11

EXHIBIT C

Trademark

Description	U.S. Registration/Application Number	Registration/Application Date
Alpha medallion	3,744,747	2/2/10
Audience DNA	85,244,612	2/17/11
Get Quantified	3609379	4/21/09
It's Your Audience. We Just Find It.	3,744,665	2/2/10
Marketing Science Made Simple	3749147	2/6/10
Quantcast	3837198	8/24/10
Quantcast	3675377, 3675378	9/1/09
Quantcast (EU)	007157291	5/30/09
Quantcast (Japan)	5256676	8/14/09
Quantcast (China)	6,896,881, 6,896,880, 6,896,879	8/13/08
Quantcast (with Greek alpha)	3394849	3/11/08