

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------|--------------------------------------|-------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | Release of Security Interest | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Silicon Valley Bank | | 10/22/2013 | CORPORATION: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Innovid Inc. | | |
| Street Address: | 30 Irving Place, Floor 11 | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10003 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 6 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4218521 | INNOVID | |
| Registration Number: | 3827429 | IROLL | |
| Registration Number: | 4034538 | IROLL APPS | |
| Serial Number: | 85346658 | IROLL ENGAGE | |
| Registration Number: | 4101569 | THE STANDARD IN INTERACTIVE PRE-ROLL | |
| Registration Number: | 4028902 | THAT'S HOW IROLL | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 8004947512 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 2023704761 | | |
| Email: | tfahey@nationalcorp.com | | |
| Correspondent Name: | Thomas Fahey | | |
| Address Line 1: | 1025 Vermont Avenue NW, Suite 1130 | | |
| Address Line 2: | National Corporate Research, Ltd. | | |
| Address Line 4: | Washington, DISTRICT OF COLUMBIA 20005 | | |

OP \$165.00 4218521

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| NAME OF SUBMITTER: | Laura A. Kenerson |
| Signature: | /Laura A. Kenerson/ |
| Date: | 10/23/2013 |
| Total Attachments: 3 source=USPTO Submission - Innovid Release in Trademarks#page2.tif source=USPTO Submission - Innovid Release in Trademarks#page3.tif source=USPTO Submission - Innovid Release in Trademarks#page4.tif | |

RELEASE OF SECURITY INTEREST IN TRADEMARKS

October 22, 2013

WHEREAS, **INNOVID INC.**, a Delaware corporation (the "**Grantor**"), granted a security interest in and lien upon certain trademarks to **Silicon Valley Bank** (the "**Bank**"), as set forth in that certain Intellectual Property Security Agreement dated October 25, 2012 by and between the Grantor and the Bank (as amended, amended and restated, restated, supplemented or otherwise modified and in effect from time to time, the "**Trademark Security Agreement**"), which was recorded with the United States Patent and Trademark Office on October 26, 2012, at Reel 4889, Frame 0334; and

WHEREAS, the Grantor has requested that the Bank release and reassign to Grantor its interest in all trademarks identified in **Schedule A** hereto and made a part hereof (the "**Trademarks**").

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Bank hereby:

1. Releases and reassigns to the Grantor any and all liens, security interests, right, title and interest of Bank pursuant to the Trademark Security Agreement in the Trademarks and any goodwill associated with any of the Trademarks, without recourse or representation or warranty, express or implied, of any kind (for the avoidance of doubt, such release and reassignment shall not apply to any accounts, license and royalty fees and other revenues, proceeds, or income arising out of or relating to any of the Trademarks and goodwill); and

2. Authorizes and requests that the United States Patent and Trademark Office note and record the existence of the release of the Trademarks and goodwill associated with the Trademarks.

[Signature page follows]

IN WITNESS WHEREOF, Bank has caused this Release of Security Interest in Trademarks to be executed by its duly authorized officer as of the date above first written.

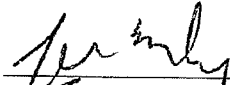
BANK:

SILICON VALLEY BANK

By:

Name:

Title:



JAMES MOSELEY
Senior Credit Officer

SCHEDULE A
TO
RELEASE OF SECURITY INTEREST IN TRADEMARKS

| <u>Description</u> | <u>Registration/ Application Number</u> | <u>Registration/ Application Date</u> |
|--------------------------------------|-------------------------------------------------|-----------------------------------------------|
| INNOVID | 4218521 | October 2, 2012 |
| IROLL | 3827429 | August 3, 2010 |
| IROLL APPS | 4034538 | October 4, 2011 |
| IROLL ENGAGE | 85346658 | June 15, 2011 |
| THE STANDARD IN INTERACTIVE PRE-ROLL | 4101569 | February 21, 2012 |
| THAT'S HOW IROLL | 4028902 | September 20, 2011 |
| INROLL | 009646126 | June 15, 2011 |

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