

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM298854

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
UBERMEDIA, INC.		02/14/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SQUARE 1 BANK		
<b>Street Address:</b>	406 Blackwell Street		
<b>Internal Address:</b>	Suite 240		
<b>City:</b>	Durham		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	27701		
<b>Entity Type:</b>	CORPORATION: NORTH CAROLINA		
<b>PROPERTY NUMBERS Total: 11</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3954796		
<b>Registration Number:</b>	3954797	TWIDROYD	
<b>Registration Number:</b>	3829463	ECHO FON	
<b>Registration Number:</b>	4392702	UBERMEDIA	
<b>Serial Number:</b>	85926503	UBERMEDIA	
<b>Registration Number:</b>	4388513	UBERSOCIAL	
<b>Serial Number:</b>	85761528	UBERADS	
<b>Registration Number:</b>	3882564	CHIME IN	
<b>Registration Number:</b>	4384649	CHIME.IN	
<b>Registration Number:</b>	3294114	POPURLS	
<b>Registration Number:</b>	3511729	POPFRANK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9193541278		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	919-314-3086		
<b>Email:</b>	loandocsdept@square1bank.com		
<b>Correspondent Name:</b>	Square 1 Bank		
<b>Address Line 1:</b>	406 Blackwell Street		

CH \$290.00 3954796

TRADEMARK

**Address Line 2:** Suite 240  
**Address Line 4:** Durham, NORTH CAROLINA 27701

<b>NAME OF SUBMITTER:</b>	Lee Conner
<b>SIGNATURE:</b>	/Lee Conner-alp/
<b>DATE SIGNED:</b>	03/21/2014

**Total Attachments: 8**  
source=IPSA with exhibits-fully executed#page1.tif  
source=IPSA with exhibits-fully executed#page2.tif  
source=IPSA with exhibits-fully executed#page3.tif  
source=IPSA with exhibits-fully executed#page4.tif  
source=IPSA with exhibits-fully executed#page5.tif  
source=IPSA with exhibits-fully executed#page6.tif  
source=IPSA with exhibits-fully executed#page7.tif  
source=IPSA with exhibits-fully executed#page8.tif

## INTELLECTUAL PROPERTY SECURITY AGREEMENT

THIS INTELLECTUAL PROPERTY SECURITY AGREEMENT is entered into as of February 14, 2014 by and between SQUARE 1 BANK ("*Bank*") and UBERMEDIA, INC., a Delaware corporation ("*Grantor*").

### RECITALS

A. Bank has agreed to make certain advances of money and to extend certain financial accommodation to Grantor (the "Loans") in the amounts and manner set forth in that certain Loan and Security Agreement by and between Bank and Grantor dated of even date herewith (as the same may be amended, modified or supplemented from time to time, the "Loan Agreement"; capitalized terms used herein are used as defined in the Loan Agreement).

B. Extension of credit by the Bank pursuant to the Loan Agreement is subject to the condition, among others, that Grantor shall grant to Bank a security interest in certain Copyrights, Trademarks and Patents to secure the obligations of Grantor under the Loan Agreement.

C. Pursuant to the terms of the Loan Agreement, Grantor has granted to Bank a security interest in all of Grantor's right, title and interest, whether presently existing or hereafter acquired, in, to and under all of the Collateral.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, as collateral security for the prompt and complete payment when due of its obligations under the Loan Agreement and all other agreements now existing or hereafter arising between Grantor and Bank, Grantor hereby represents, warrants, covenants and agrees as follows:

### AGREEMENT

To secure all of its present and future indebtedness, liabilities and obligations under the Loan Agreement and under any other agreement now existing or hereafter arising between Bank and Grantor, Grantor grants and pledges to Bank a security interest in all of Grantor's right, title and interest in, to and under its Intellectual Property (including without limitation those Copyrights, Patents and Trademarks listed on Exhibits A, B and C hereto), 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 (collectively, "Intellectual Property Collateral").

This security interest is granted in conjunction with the security interest granted to Bank under the Loan Agreement. The rights and remedies of Bank with respect to the security interest granted hereby are in addition to those set forth in the Loan Agreement and the other Loan

Documents, and those which are now or hereafter available to Bank as a matter of law or equity. Each right, power and remedy of Bank provided for herein or in the Loan Agreement or any of the Loan Documents, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall be in addition to every right, power or remedy provided for herein and the exercise by Bank of any one or more of the rights, powers or remedies provided for in this Intellectual Property Security Agreement, the Loan Agreement or any of the other Loan Documents, or now or hereafter existing at law or in equity, shall not preclude the simultaneous or later exercise by any person, including Bank, of any or all other rights, powers or remedies.

Grantor represents and warrants that Exhibits A, B, and C attached hereto set forth any and all intellectual property rights of Grantor which are registered with or subject to an application filed with either the United States Patent and Trademark Office or the United States Copyright Office, as applicable.

**SIGNATURE PAGE FOLLOWS**


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

Grantor:

Address of Grantor:


130 West Union Street  
Pasadena, California 91103

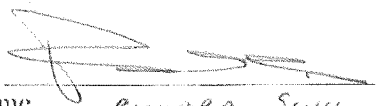
UBERMEDIA, INC.

By   
Name Bill Gross  
Title CEO

Bank:

Square 1 Bank

  
John Fuchs  
Assistant Treasurer

By   
Name RICHARD SUHL  
Title S.V.P.

Address of Bank:

406 Blackwell Street, Suite 240  
Durham, NC 27701  
Attn: Loan Documentation Department

EXHIBIT A  
COPYRIGHTS

Description	Registration Number	Registration Date
-------------	------------------------	----------------------

NONE.

**EXHIBIT B**

**PATENTS**

<b>Description</b>	<b>Registration OR Serial Number</b>	<b>Registration OR Filing Date</b>
--------------------	--	--

---

**SEE ATTACHED.**

**UberMedia**

Internal DN                      Invention Title                      Serial No.                      Filed or Issued

**ISSUED PATENTS**

<b>SNAP</b> PM-006A	ENHANCED HYLERLINK FEATURE FOR WEB PAGES (Michael N. Agostino, Jason P. Fields, Joseph Chen, Yovav Meydad, Jason Levine, Michael Radford, David E. Benson, Christopher Starace, and Eric J. Kim)	8,135,617	Mar 13, 2012
Recommended Reading	DATA PICKER APPLICATION (JOSEPH DZIKIEWICZ; KERRY PEARCE; JASON GARBER )	8,190,622	May 29, 2012
<b>SNAP</b> PM-006AC1	ENHANCED HYLERLINK FEATURE FOR WEB PAGES (Michael N. Agostino, Jason P. Fields, Joseph Chen, Yovav Meydad, Jason Levine, Michael Radford, David E. Benson, Christopher Starace, and Eric J. Kim)	8,355,949	Jan. 15, 2013

**REGULAR PATENT APPLICATIONS**

UM.100A (IDEA.031)	SYSTEMS AND METHODS FOR INTERACTING WITH MESSAGES, AUTHORS, AND FOLLOWERS (William Gross, Alexander Maleki, Jamie Belsky, Levon Karayan, Dong Chang, Girish Venkat, Braden Hines)	13/048,823	Mar. 15, 2011
UM.100C1	SYSTEMS AND METHODS FOR INTERACTING WITH MESSAGES, AUTHORS, AND FOLLOWERS	13/889,698	May 8, 2013



POST.001A	Microblog client (Bill Gross, Girish Venkat, Jamie Belsky, Jon Kraft)	13/237,192	Sept. 20, 2011
UM.101A	Display system and method for selectively sharing microblog posts and comments (William Gross, Girish Venkat, Dong Chang)	13/587,839	Aug. 16, 2012
UM.103A	Microblogging system and method for resending posts (WILLIAM GROSS, GIRISH VENKAT, DONG CHANG, AND JAMIE BELSKY)	13/710,273	Dec. 10, 2012
UM.105A	SYSTEM AND METHOD FOR SELECTING ADS FOR MOBILE DEVICES VIA CLIENT-SIDE TARGETING (David B. Palan and Paul McDonald)	13/872,998	Apr. 28, 2013
UM.111A	SYSTEM AND METHOD FOR PRESENTING A SEQUENCE OF ADVERTISEMENTS (William Gross, Gladys Kong)	14/070,380	Nov. 1, 2013

**PROVISIONAL PATENT APPLICATIONS**

UM.112P	ADVERTISING SYSTEM AND METHOD (Nathan Jones)	61/832,474	June 7, 2013
UM.113P	System and method for tracking effectiveness of advertising campaigns (William Gross)	61/838,697	June 24, 2013

EXHIBIT C  
TRADEMARKS

TRADEMARKS AND TM APPLICATIONS

<u>Serial Number</u>	<u>Mark description</u>	<u>Reg. No.</u>	<u>Reg./App. Date</u>
85122165	robot design logo	3954796	
85122172	TWIDROYD	3954797	
77789581	ECHOFON	3829463	
85205951	UBERMEDIA	4392702	
85926503	UBERMEDIA		
85205947	UBERSOCIAL	4388513	
85761528	UBERADS		
77964058	CHIME IN	3882564	
85450308	CHIME.IN	4384649	
	POPURLS	3294114	
	POPFRANK	3511729	