

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM308740

<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>
Zoove Corp.		06/20/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Comerica Bank		
<b>Street Address:</b>	39200 Six Mile Road, M/C 7578		
<b>Internal Address:</b>	Attn: National Documentation Services		
<b>City:</b>	Livonia		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48152		
<b>Entity Type:</b>	Banking Association: TEXAS		
<b>PROPERTY NUMBERS Total: 9</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86130299	MYINFO	
<b>Serial Number:</b>	86130296	STARSTAR MYINFO	
<b>Serial Number:</b>	86130294	**MYINFO	
<b>Serial Number:</b>	85672942	**ME	
<b>Serial Number:</b>	85672894	STARSTARME	
<b>Serial Number:</b>	85367004	STARSTAR	
<b>Serial Number:</b>	77862398	ZOOVE	
<b>Serial Number:</b>	77983324	ZOOVE	
<b>Serial Number:</b>	77319346	STARSTAR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8586385130		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	858-677-1400		
<b>Email:</b>	susan.reynholds@dlapiper.com		
<b>Correspondent Name:</b>	DLA Piper LLP (US)		
<b>Address Line 1:</b>	4365 Executive Drive, Suite 1100		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92121		
<b>ATTORNEY DOCKET NUMBER:</b>	329034-574		

CH \$240.00 86130299

<b>NAME OF SUBMITTER:</b>	Troy Zander
<b>SIGNATURE:</b>	/s/ Troy Zander
<b>DATE SIGNED:</b>	06/25/2014
<b>Total Attachments: 7</b> source=Zoove-IPSA#page1.tif source=Zoove-IPSA#page2.tif source=Zoove-IPSA#page3.tif source=Zoove-IPSA#page4.tif source=Zoove-IPSA#page5.tif source=Zoove-IPSA#page6.tif source=Zoove-IPSA#page7.tif	

## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement is entered into as of June 20, 2014 by and between COMERICA BANK ("Bank") and ZOOVE CORP., a Delaware corporation ("Grantor").

### RECITALS

A. Bank has agreed to make certain advances of money and to extend certain financial accommodations to MBLOX INCORPORATED ("Borrower") (the "Loans") in the amounts and manner set forth in that certain Loan and Security Agreement dated as of February 28, 2013, as amended from time to time, including but without limitation by that certain First Amendment to Loan and Security Agreement dated as of May 31, 2013, that certain Second Amendment to Loan and Security Agreement dated as of December 13, 2013 and that certain Third Amendment to Loan and Security Agreement dated as of the date hereof, the "Loan Agreement"; capitalized terms used herein are used as defined in the Loan Agreement).

B. Pursuant to the terms of that certain Third Party Security Agreement dated as of June 20, 2014 (the "Security 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 (as defined in the Security Agreement) and pursuant to the terms of that certain Guaranty dated as of June 20, 2014 (the "Guaranty"), Grantor has guaranteed the performance of all of Borrower's Obligations under the Loan Agreement.

C. Bank is willing to continue to make the Loans to Borrower, but only upon the condition, among others, that Grantor shall grant to Bank a security interest in certain Copyrights, Trademarks, and Patents (as each term is described below) to secure the obligations of Grantor under the Security Agreement and the Guaranty.

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 its obligations under the Loan Agreement and under any other agreement now existing or hereafter arising between Grantor and Bank, 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 Collateral (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.

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 in connection to which Grantor has registered or filed an application with either the United States Patent and Trademark Office or the United States Copyright Office, as applicable.

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.

*[Balance of Page Intentionally Left Blank]*

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.

Address of Grantor:

2500 Geng Rd  
Palo Alto CA 94307

Attn: Chief Executive Officer

GRANTOR:

ZOOVE CORP.

By: 

Title: Secretary

Address of Bank:

39200 Six Mile Road, M/C 7578  
Livonia, Michigan 48152  
Attn: National Documentation Services

BANK:

COMERICA BANK

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

Title: \_\_\_\_\_

*[Signature Page to Intellectual Property Security Agreement]*

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:

ZOOVE CORP.

\_\_\_\_\_

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

Attn: Chief Executive Officer

Title: \_\_\_\_\_

BANK:

Address of Bank:

COMERICA BANK

39200 Six Mile Road, M/C 7578  
Livonia, Michigan 48152  
Attn: National Documentation Services

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

Title: Vice President

*[Signature Page to Intellectual Property Security Agreement]*

EXHIBIT A

Copyrights

Description

Registration Number

Registration Date

None

EXHIBIT B

Patents

<u>Description</u>	<u>Patent/App. No.</u>	<u>File Date</u>
Device based telecommunications initiated data fulfillment system	8260267	9/4/12
Wireless data system	7257391	8/14/07
System and method for service invocation and response with a communication device based on transmitted code content recognition	8718686	5/6/14
System and method for mediating service invocation from a communication device	8718687	5/6/14
System and method for service invocation and response with a communication device based on transmitted code content recognition	8744501	6/3/14
Device based telecommunications initiated data fulfillment system	8626145	1/7/14



EXHIBIT C

Trademarks

<u>Description</u>	<u>Serial/Registration No.</u>	<u>File Date</u>
myInfo	86130299	11/26/13
StarStar myInfo	86130296	11/26/13
**myInfo	86130294	11/26/13
**Me	85672942	7/10/12
StarStarMe	85672894	7/10/12
STARSTAR	85367004	7/8/11
ZOOVE	77862398	11/2/09
ZOOVE	77983324	11/2/09
StarStar	77319346	11/1/07