

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM314978

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ESCALATE CAPITAL PARTNERS SBIC I, L.P.		08/22/2014	LIMITED PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	DSTILLERY INC.		
Street Address:	37 E 18th Street		
Internal Address:	9th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Serial Number:	86021906	DSTILLERY	
Serial Number:	85925711	KREENO	
Registration Number:	4320604	PROSPECTRANK	
Registration Number:	4320603	BRANDSIGNAL	
Registration Number:	4103306	SOCIAL SIGNATURE	
Serial Number:	77791161	SOCIALSENSE	
Serial Number:	77905927	MEDIA6°	
Registration Number:	3671261	SOCIAL TARGETING	
Registration Number:	3700170	SCRM	
Registration Number:	3703244	SOCIAL INSIGHTS	
Registration Number:	3652860	SOCIAL GRAPH TARGETING	
Registration Number:	3652859	SOCIAL AUDIENCE	
Registration Number:	3652858	SOCIAL GRAPH ADVERTISING PLATFORM	
Serial Number:	77602183	MEDIA6°	
Registration Number:	4357800	HOUSTON	
Registration Number:	4357798	EVERYSCREEN	
CORRESPONDENCE DATA			
TRADEMARK			

OP \$415.00 86021906

Fax Number: 2149326499

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.

Phone: 214-932-6400

Email: sshernandez@mcguirewoods.com

Correspondent Name: NAM H. HUYNH

Address Line 1: 2000 MCKINNEY AVENUE, SUITE 1400

Address Line 2: MCGUIREWOODS LLP

Address Line 4: DALLAS, TEXAS 75201

ATTORNEY DOCKET NUMBER:	2067509-0001
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NAME OF SUBMITTER:	Nam H. Huynh
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SIGNATURE:	/Nam H. Huynh/
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DATE SIGNED:	08/22/2014
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Total Attachments: 5

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RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

THIS RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY (this "Release") is made this 22nd day of AUGUST, 2014, by ESCALATE CAPITAL PARTNERS SBIC I, L.P. (together with its successors and assigns, "*Lender*").

WHEREAS, reference is made to that certain Loan and Security Agreement dated as of March 28, 2014, by and between DSTILLERY INC., a Delaware corporation ("*Borrower*"), and Lender; all capitalized terms used herein but not otherwise defined herein shall have the meanings ascribed thereto in such Loan and Security Agreement; and

WHEREAS, under the Loan and Security Agreement, Borrower granted Lender a continuing security interest in all of the right, title and interest of Borrower in and to the intellectual property collateral identified therein (the "*IP Collateral*").

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Lender hereby irrevocably and forever releases and terminates its security interest in and to the IP Collateral arising thereunder including, without limitation, the intellectual property described in Schedules A, B, and C hereto. Further, Lender understands and agrees that this Release may be recorded by or for Borrower with the Unites States Patent and Trademark Office and any other similar office or agency throughout the world. Lender also agrees to execute any other documents and take any further action reasonably necessary in any jurisdiction that Borrower may reasonably require to effect the intent and purpose of this Release.

This Release shall be governed by and construed in accordance with the laws of the State of California without regard to conflicts of law principles.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the undersigned has executed this Release as of the day and year first above written.

Address of Lender:

300 West Sixth Street
Suite 2230
Austin, Texas 78701

ESCALATE CAPITAL PARTNERS SBIC I, L.P.,
a Delaware limited partnership

By: Escalate SBIC Capital Management, LLC,
its general partner

By: Simon James

Name: SIMON JAMES

Title: MEMBER

SCHEDULE A
Copyrights

Description	Registration Number	Registration Date
None		

SCHEDULE B

Patents

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
Methods and Systems for Providing Social Networking – based Advertisements	12/118,216	05/09/2008
Social Targeting – Systems and Methods for Targeting Online Advertisements Using Data Derived from Social Networks	12/191,412	08/14/2008
Content Landscape – Privacy-Sensitive Methods, Systems and Media for Targeting Online Advertisements Using Brand Affinity Modeling	12/700,728	02/05/2010
Inventory Scoring – Methods, Systems and Media for Bid Optimization and Inventory Scoring	13/945,158	07/18/2013
Bid Lock – Methods, Systems and Media for Inhibiting Advertising Collisions	13/973,405	08/22/2013
Penalty Box – Methods, Systems and Media for Filtering Forced Traffic from Internet Data	13/850,099	03/25/2013
Fraud Detection – Methods, Systems and Media for Detecting Non-Intended Traffic Using Co-Visitation Networks	13/906,006	05/30/2013
UTS-MV – Automated System for Simultaneous Multi-Task User Sampling, Data Engineering and Ensemble Learning	14/209,453	03/13/2013
Geo Social Network – Privacy-Sensitive Methods, Systems, and Media for Geo-Social Targeting	13/492,569	07/2012
HyperLocal – Methods, Systems and Media for Determining Location Information from Real-Time Bid Requests	13/830,495	03/2013
Conversion Tracking – Systems, Methods, and Media for Mobile Advertising Conversion Attribution	14/043,610	10/2012
Systems and methods for collecting an using mobile Geo-Location Data for Relevant Ad Targeting Trademarks	N/A	N/A

SCHEDULE C

Trademarks

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
DSTILLERY	86/021,906	07/29/2013
KREENO	85/925,711	05/07/2013
PROSPECTRANK	4320604	04/16/2013
BRANDSIGNAL	4320603	04/16/2013
SOCIAL SIGNATURE	4103306	02/21/2012
SOCIALSENSE	77/791,161	07/28/2009
MEDIA6°	77/905,927	01/06/2010
SOCIAL TARGETING	3671261	08/18/2009
SCRM	3700170	10/20/2009
SOCIAL INSIGHTS	3703244	10/27/2009
SOCIAL GRAPH TARGETING	3652860	07/07/2009
SOCIAL AUDIENCE	3652859	07/07/2009
SOCIAL GRAPH ADVERTISING PLATFORM	3652858	07/07/2009
MEDIA6°	77/602,183	10/28/2008
HOUSTON	4357800	06/25/2013
EVERYSCREEN	4357798	06/25/2013