

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM315395

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
LIGHTHOUSE CAPITAL PARTNERS VI, L.P.		08/27/2014	LIMITED PARTNERSHIP: DELAWARE

RECEIVING PARTY DATA

Name:	STEEL HOUSE, INC.
Street Address:	3644 EASTHAM DRIVE
City:	CULVER CITY
State/Country:	CALIFORNIA
Postal Code:	90232
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	4136836	STEELHOUSE
Serial Number:	85492448	HONEYCOMB
Serial Number:	85492449	HONEYCOMB
Serial Number:	85492452	HONEYCOMB
Serial Number:	85560805	REAL TIME OFFERS
Registration Number:	4394103	BEHAVIORAL COMMERCE PLATFORM
Serial Number:	85560834	ZERO REACTION TIME
Serial Number:	85904824	ADS2
Serial Number:	85970890	STEELHOUSE CANVAS
Serial Number:	85970899	STEELHOUSE CANVAS
Serial Number:	85970914	NIAGARA
Serial Number:	85970924	NIAGARA

CORRESPONDENCE DATA

Fax Number: 6502330114

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: 6502331003

Email: CHRISTINE@LCPARTNERS.COM

Correspondent Name: CHRISTINE FERA

Address Line 1: 3555 ALAMEDA DE LAS PULGAS, STE. 200 TRADEMARK

Address Line 4: MENLO PARK, CALIFORNIA 94025

NAME OF SUBMITTER: CHRISTINE FERA

SIGNATURE: /CHRISTINE FERA/

DATE SIGNED: 08/27/2014

Total Attachments: 4

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**ASSIGNMENT AND RELEASE OF
INTELLECTUAL PROPERTY SECURITY AGREEMENT**

WHEREAS, pursuant to that certain Intellectual Property Security Agreement (the "Security Agreement") dated as of February 25, 2014, made by Steel House, Inc. ("Debtor"), in favor of LIGHTHOUSE CAPITAL PARTNERS VI, L.P. ("Lender"), Debtor granted to Lender a security interest in Debtor's interest in and to the Collateral (as defined therein), including the including the copyright rights, copyright applications, copyright registration described in Exhibit A attached thereto, patents, patent applications and patent licenses described in Exhibit B attached thereto and the trademarks, trademark applications and trademark licenses described in Exhibit C attached thereto; and

WHEREAS, the Security Agreement was recorded with the United States Patent and Trademark Office on February 25, 2014 at Reel/Frame 5320/0168; and

WHEREAS, the Security Agreement was recorded with the United States Patent and Trademark Office on February 25, 2014 at Reel/Frame 032333/0524; and

WHEREAS, Lender desires to release its security interest in the Collateral and terminate the Security Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Lender does hereby release its security interest in the Collateral, including, without limitation, the Copyrights, Patents and Trademarks set forth in the attached Schedule A, Schedule B, and Schedule C, and reassigns to Debtor, without representation or warranty, express or implied, and without recourse, all right, title and interest of Lender in and to Debtor's interest in the Collateral. Lender hereby authorizes Debtor or its agent or attorneys to file said termination on Lender's behalf.

Dated: August 27, 2014

"Lender"

LIGHTHOUSE CAPITAL PARTNERS VI, L.P.

By: Lighthouse Management Partners VI, L.L.C.
its general partner

By: _____

Name: Ryan Turner

Title: Managing Director

**Exhibit A
COPYRIGHTS**

1. **REGISTERED:** None

2. **UNREGISTERED:** None

3. **APPLICATIONS IN PROCESS:** None

Exhibit B
U.S. PATENTS AND PATENT APPLICATIONS

Patent No.	Pending Application No.	Title	Issue Date	Filing Date
	13/087,157	User-Based Segmentation and Selection of Offers		4/14/2011
	13/176,659	Dynamic Frequency Capping with Escalating Offers		7/5/2011
	13/947,753	Offer Redirection Based on Prior Activity		7/22/2013
	13/947,766	Offer Generation Based Upon User Activity		7/22/2013

Exhibit C
U.S. TRADEMARKS AND TRADEMARK APPLICATIONS

(List marks below or indicate "None")

Registration No.	Pending Application No.	Mark	Registration Date	Filing Date
4,136,836	85/288,243	STEELHOUSE	5/1/2012	4/6/2011
4,394,103	85/560,819	BEHAVIORAL COMMERCE PLATFORM	8/27/2013	3/5/2012
	85/492,448	HONEYCOMB	12/11/2011	
	85/492,452	HONEYCOMB	12/11/2011	
	85/492,449	HONEYCOMB	12/11/2011	
	85/904,824	ADS ²	4/15/2013	
	85/560,805	REAL TIME OFFERS	3/5/2012	
	85/560,834	ZERO REACTION TIME	3/5/2012	
	85/970,890	STEELHOUSE CANVAS	6/26/2013	
	85/970,899	STEELHOUSE CANVAS	6/26/2013	
	85/970,914	NIAGARA	6/26/2013	
	85/970,924	NIAGARA	6/26/2013	

UNREGISTERED TRADEMARKS: List marks below or indicate "None."

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