

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM324312

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Security Agreement		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Millennial Media, Inc.		11/21/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Silicon Valley Bank		
<b>Street Address:</b>	275 Grove Street, Suite 2-200		
<b>City:</b>	Newton		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	02466		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3550731	DECKTRADE	
<b>Registration Number:</b>	3157888	JUMPTAP	
<b>Registration Number:</b>	4341522	JUMPTAP	
<b>Registration Number:</b>	3376591	MILLENNIAL MEDIA	
<b>Registration Number:</b>	4466918	MYDAS	
<b>Registration Number:</b>	4320692	TAPMATCH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8004947512		
<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>	202-370-4750		
<b>Email:</b>	ipteam@nationalcorp.com		
<b>Correspondent Name:</b>	Brandie Sullivan		
<b>Address Line 1:</b>	1025 Vermont Ave NW, Suite 1130		
<b>Address Line 2:</b>	National Corporate Research, Ltd.		
<b>Address Line 4:</b>	Washington, D.C. 20005		
<b>ATTORNEY DOCKET NUMBER:</b>	F152790		
<b>NAME OF SUBMITTER:</b>	Monica C. Courtade		
<b>SIGNATURE:</b>	/Monica C. Courtade/		
<b>DATE SIGNED:</b>	11/25/2014		

OP \$165.00 3550731

**Total Attachments: 17**

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## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement (this "**Agreement**") is entered into as of November 21, 2014 by and among (i) **SILICON VALLEY BANK** ("**Bank**") and (ii) **MILLENNIAL MEDIA, INC.**, a Delaware corporation ("**Borrower**"), **JUMPTAP, INC.**, a Delaware corporation ("**JumpTap**"), (iii) **NEPTUNE MERGER SUB I, INC.**, a Delaware corporation ("**Neptune I**"), and (iv) **NEPTUNE MERGER SUB II, LLC**, a Delaware limited liability company ("**Neptune II**", and together with JumpTap, and Neptune I, each individually and collectively, the "**Guarantor**", and together with Borrower, each individually and collectively, the "**Grantor**").

### RECITALS

A. Bank has agreed to make certain advances of money and to extend certain financial accommodations to Borrower (the "**Loans**") in the amounts and manner set forth in that certain Amended and Restated Loan and Security Agreement, dated as of the date hereof (as the same may be further amended, modified or supplemented from time to time, the "**Loan Agreement**"; capitalized terms used herein are used as defined in the Loan Agreement). Each Guarantor has executed that certain Amended and Restated Unconditional Guaranty, dated as of the date hereof, in favor of Bank (the "**Guaranty**") and that certain Amended and Restated Guarantor Security Agreement, dated as of the date hereof, by and between Guarantor and Bank (the "**Guarantor Security Agreement**"), pursuant to which Guarantor has guaranteed the Obligations of Borrower owed to Bank and has pledged their respective personal property as security to Bank. Each Guarantor is a direct or indirect Subsidiary of Borrower. Bank is willing 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, Patents, and Mask Works (as each term is described below) to secure the obligations of Grantor under the Loan Agreement and the Guarantor Security Agreement, respectively.

B. Pursuant to the terms of the Loan Agreement and the Guarantor Security Agreement, respectively, 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, Grantor hereby represents, warrants, covenants and agrees as follows:

### AGREEMENT

To secure its obligations under the Loan Agreement and the Guarantor Security Agreement, respectively, 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, other than any Excluded Collateral (all of which shall collectively be called the "**Intellectual Property Collateral**"), including, without limitation, the following:

1. Any and all copyright rights, copyright applications, copyright registrations and like protections in each work or authorship and derivative work thereof, whether published or unpublished and whether or not the same also constitutes a trade secret, now or hereafter existing, created, acquired or held, including without limitation those set forth on Exhibit A attached hereto (collectively, the "**Copyrights**");

2. Any and all trade secrets, and any and all intellectual property rights in computer software and computer software products now or hereafter existing, created, acquired or held;

3. Any and all design rights that may be available to Grantor now or hereafter existing, created, acquired or held;

4. All patents, patent applications and like protections including, without limitation, improvements, divisions, continuations, renewals, reissues, extensions and continuations-in-part of the same, including without limitation the patents and patent applications set forth on Exhibit B attached hereto (collectively, the "**Patents**");

5. Any trademark and servicemark rights, whether registered or not, applications to register and registrations of the same and like protections, and the entire goodwill of the business of Grantor connected with and symbolized by such trademarks, including without limitation those set forth on Exhibit C attached hereto (collectively, the "**Trademarks**");

6. All mask works or similar rights available for the protection of semiconductor chips, now owned or hereafter acquired, including, without limitation those set forth on Exhibit D attached hereto (collectively, the "**Mask Works**");

7. Any and all claims for damages by way of past, present and future infringements of any of the rights included above, with the right, but not the obligation, to sue for and collect such damages for said use or infringement of the intellectual property rights identified above;

8. All licenses or other rights to use any of the Copyrights, Patents, Trademarks, or Mask Works and all license fees and royalties arising from such use to the extent permitted by such license or rights;

9. All amendments, extensions, renewals and extensions of any of the Copyrights, Trademarks, Patents, or Mask Works; and

10. All proceeds and products of the foregoing, including without limitation all payments under insurance or any indemnity or warranty payable in respect of any of the foregoing.

This security interest is granted in conjunction with the security interest granted to Bank under the Loan Agreement and/or the Guarantor Security Agreement. The rights and remedies of Bank with respect to the security interest granted hereby are subject to those set forth in the Loan Agreement, the Guarantor Security 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, the Guarantor Security 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 Agreement, the Loan Agreement, the Guarantor Security 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.

[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.

Address of Grantor:

c/o Millennial Media, Inc.  
2400 Boston Street, Suite 301  
Baltimore, Maryland 21224  
Attn: General Counsel  
Email: hshin@millennialmedia.com

GRANTOR:

MILLENNIAL MEDIA, INC.

By: Andrew Jeanneret  
Name: Andrew Jeanneret  
Title: Executive Vice President and Chief  
Financial Officer

JUMPTAP, INC.

By: \_\_\_\_\_  
Name: Ho Shin  
Title: Chief Financial Officer and Secretary

NEPTUNE MERGER SUB II, LLC

By: Andrew Jeanneret  
Name: Andrew Jeanneret  
Title: Vice President and Treasurer

NEPTUNE MERGER SUB I, INC.

By: \_\_\_\_\_  
Name: Ho Shin  
Title: Manager

BANK:

Address of Bank:

Silicon Valley Bank  
275 Grove Street, Suite 2-200  
Newton, Massachusetts 02466  
Attn: Will Deevy  
Email: Wdeevy@SVB.com

SILICON VALLEY BANK

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

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:

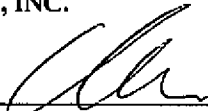
c/o Millennial Media, Inc.  
2400 Boston Street, Suite 301  
Baltimore, Maryland 21224  
Attn: General Counsel  
Email: hshin@millennialmedia.com

GRANTOR:

**MILLENNIAL MEDIA, INC.**

By: \_\_\_\_\_  
Name: Andrew Jeanneret  
Title: Executive Vice President and Chief  
Financial Officer

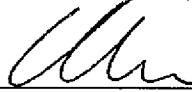
**JUMPTAP, INC.**

By:  \_\_\_\_\_  
Name: Ho Shin  
Title: Chief Financial Officer and Secretary

**NEPTUNE MERGER SUB II, LLC**

By: \_\_\_\_\_  
Name: Andrew Jeanneret  
Title: Vice President and Treasurer

**NEPTUNE MERGER SUB I, INC.**

By:  \_\_\_\_\_  
Name: Ho Shin  
Title: Manager

BANK:

**SILICON VALLEY BANK**

Address of Bank:

Silicon Valley Bank  
275 Grove Street, Suite 2-200  
Newton, Massachusetts 02466  
Attn: Will Deevy  
Email: Wdeevy@SVB.com

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

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:

c/o Millennial Media, Inc.  
2400 Boston Street, Suite 301  
Baltimore, Maryland 21224  
Attn: General Counsel  
Email: hshin@millennialmedia.com

GRANTOR:

MILLENNIAL MEDIA, INC.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

JUMPTAP, INC.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

NEPTUNE MERGER SUB II, LLC

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

NEPTUNE MERGER SUB I, INC.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

BANK:

SILICON VALLEY BANK

Address of Bank:

Silicon Valley Bank  
275 Grove Street, Suite 2-200  
Newton, Massachusetts 02466  
Attn: Will Deevy  
Email: Wdeevy@SVB.com

By: Will Deevy  
Name: Will Deevy  
Title: Vice President

EXHIBIT A

Copyrights

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>	<u>Registrant</u>
NINJA ALLEY	TXu001840884	12/5/12	Millennial Media, Inc.
SCRAPPY TATER Productions Logo	VAu001120046	11/8/12	Millennial Media, Inc.



**EXHIBIT B**

Patents

**Millennial Media, Inc.**

<i>Title</i>	<i>Filing Date</i>	<i>App #</i>	<i>issuance status</i>
Managing Sponsored Content For Delivery To Mobile Communication Facilities	11/5/2005	11267940	issued as 8,615,719 on 12/24/13
Managing Sponsored Content For Delivery To Mobile Communication Facilities	12/23/2013	14139823	
Managing Payment For Sponsored Content Presented To Mobile Communication Facilities	11/5/2005	11268671	issued as 8,103,545 on 1/24/12
Managing Payment For Sponsored Content Presented To Mobile Communication Facilities	11/12/2011	13295066	issued as 8,195,513 on 6/5/12
Managing Payment For Sponsored Content Presented To Mobile Communication Facilities	2/17/2012	13400022	issued as 8,296,184 on 10/23/12
Managing Payment For Sponsored Content Presented To Mobile Communication Facilities	10/18/2012	13654678	issued as 8,538,812 on 9/17/13
Managing Payment For Sponsored Content Presented To Mobile Communication Facilities	9/16/2013	14028480	issued as 8,843,396 on 9/23/14
Managing Sponsored Content Based on Device Characteristics	11/11/2005	11271164	
Presentation of Sponsored Content On Mobile Communication Facilities	11/14/2005	11274933	issued as 8,364,521 on 1/29/13
Managing Sponsored Content Based On Geographic Region	11/14/2005	11274905	issued as 8,688,671 on 4/1/14
Presentation of Search Results to Mobile Devices Based on Television Viewing History	3/31/2014	14231700	
Managing Sponsored Content Based On Transaction History	11/14/2005	11274884	
Managing Sponsored Content Based On Usage History	11/16/2005	11282120	issued as 7,660,581 on 2/9/10
Managing Sponsored Content Based On Usage History	2/8/2010	12701968	issued as 7,865,187 on 1/4/11
Managing Sponsored Content Based On Usage History	2/9/2010	12702713	issued as 8,340,666 on 12/25/12
Managing Sponsored Content Based On Usage History	2/11/2010	12704251	issued as 7,899,455 on 3/1/11
Managing Sponsored Content Based On Usage History	9/24/2010	12890221	issued as 8,050,675 on 11/1/11
Managing Sponsored Content Based On Usage History	9/24/2010	12890262	issued as 8,351,933 on 1/8/13
Mobile Advertisement Syndication	1/18/2006	11335900	issued as 7,769,764 on 8/3/10
Mobile Advertisement Syndication	10/8/2011	13269594	issued as 8,560,537 on 10/15/13
Presenting Sponsored Content On a Mobile Communication Facility	1/19/2006	11335904	issued as 7,752,209 on 7/6/10
Presenting Sponsored Content On a Mobile Communication Facility	4/29/2010	12770414	issued as 8,099,434 on 1/17/12
User Profile-Based Presentation of Sponsored Mobile Content	10/15/2010	12905197	issued as 8,131,737 on 3/6/12
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/6/2011	13226475	issued as 8,316,031 on 11/20/12
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	11/18/2012	13680065	issued as 8,655,891 on 2/18/14
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	2/17/2014	14182271	
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	11/19/2012	13681387	issued as 8,626,736 on 1/7/14
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	11/19/2012	13681392	issued as 8,615,505 on 12/24/13
Presenting Sponsored Content On a Mobile Communication Facility	1/30/2012	13361890	issued as 8,332,397 on 12/11/12
Presenting Sponsored Content On a Mobile	12/6/2012	13707333	issued as 8,631,018 on 1/14/14

Communication Facility			
Presenting Sponsored Content On a Mobile Communication Facility	1/13/2014	14154028	
Location Influenced Search Results	1/19/2006	11337233	issued as 7,603,360 on 10/13/09
User History Influenced Search Results	1/19/2006	11336432	issued as 7,860,871 on 12/28/10
User Characteristic Influenced Search Results	1/19/2006	11337180	issued as 7,577,665 on 8/18/09
User Characteristic Influenced Search Results	7/31/2009	12533689	
User Transaction History Influenced Search Results	1/19/2006	11337112	issued as 8,832,100 on 9/9/14
Preventing Mobile Communication Facility Click Fraud	2/3/2006	11347826	
Presentation of Sponsored Content Based on Mobile Transaction Event	2/16/2006	11355915	issued as 7,702,318 on 4/20/10
Presentation of Sponsored Content Based on Mobile Transaction Event	4/16/2010	12762036	issued as 7,970,389 on 6/28/11
Presentation of Sponsored Content Based on Mobile Transaction Event	4/30/2010	12771249	issued as 7,907,940 on 3/15/11
Presentation of Sponsored Content on Mobile Device Based on Transaction Event	6/23/2011	13166972	issued as 8,270,955 on 9/18/12
Presentation of Sponsored Content on Mobile Device Based on Transaction Event	9/14/2012	13620688	issued as 8,768,319 on 7/1/14
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	8/26/2011	13219598	issued as 8,483,671 on 7/9/13
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/18/2011	13235479	issued as 8,175,585 on 5/8/12
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/18/2011	13235481	issued as 8,180,332 on 5/15/12
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/18/2011	13235482	issued as 8,509,750 on 8/13/13
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/18/2011	13235483	issued as 8,433,297 on 4/30/13
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	4/29/2013	13872910	issued as 8,688,088 on 4/1/14
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	3/31/2014	14231697	
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	3/31/2014	14231689	
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	4/29/2013	13872975	issued as 8,798,592 on 8/5/14
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	4/29/2013	13872978	issued as 8,774,777 on 7/8/14
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/18/2011	13235485	issued as 8,532,633 on 9/10/13
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/9/2013	14022149	issued as 8,798,594 on 8/5/14
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/18/2011	13235488	issued as 8,515,400 on 8/20/13
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/18/2011	13235490	issued as 8,515,401 on 8/20/13
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/18/2011	13235492	issued as 8,463,249 on 6/11/13
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	6/9/2013	13913503	issued as 8,718,617 on 5/6/14
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	6/9/2013	13913505	issued as 8,725,126 on 5/13/14
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	6/9/2013	13913507	issued as 8,737,972 on 5/27/14
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/19/2011	13235494	issued as 8,467,774 on 6/18/13
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	6/17/2013	13919992	
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	6/17/2013	13919994	

System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	6/17/2013	13920001	issued as 8,755,776 on 6/17/14
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/19/2011	13235495	issued as 8,457,607 on 6/4/13
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/19/2011	13235496	issued as 8,494,500 on 7/23/13
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/19/2011	13235497	issued as 8,489,077 on 7/16/13
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/19/2011	13235498	issued as 8,532,634 on 9/10/13
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/9/2013	14022151	issued as 8,798,595 on 8/5/14
Presentation of Sponsored Content on Mobile Device Based on Transaction Event	9/18/2011	13235463	issued as 8,483,674 on 7/9/13
Presentation of Sponsored Content on Mobile Device Based on Transaction Event	1/31/2012	13363236	issued as 8,583,089 on 11/12/13
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	8/4/2014	14451391	
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	7/7/2014	14325296	
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	5/26/2014	14287189	
Presentation of Sponsored Content on Mobile Device Based on Transaction Event	6/30/2014	14320583	
Interaction Analysis and Prioritization of Mobile Content	3/21/2006	11387147	issued as 7,912,458 on 3/22/11
Interaction Analysis and Prioritization of Mobile Content	3/8/2011	13042983	issued as 7,983,662 on 7/19/11
Interaction Analysis and Prioritization of Mobile Content	7/14/2011	13182988	issued as 8,200,205 on 6/12/12
Interaction Analysis and Prioritization of Mobile Content	6/4/2012	13487251	issued as 8,359,019 on 1/22/13
Interaction Analysis and Prioritization of Mobile Content	1/21/2013	13746262	issued as 8,554,192 on 10/8/13
Interaction Analysis and Prioritization of Mobile Content	9/20/2013	14033420	issued as 8,712,395 on 4/29/14
Interaction Analysis and Prioritization of Mobile Content	4/28/2014	14263983	
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/14/2011	13232995	
Dynamic Bidding and Expected Value	4/27/2006	11414168	issued as 7,676,394 on 3/9/10
Dynamic Bidding and Expected Value	3/8/2010	12719588	issued as 8,843,895 on 9/23/14
Mobile Content Spidering and Compatibility Determination	5/8/2006	11382243	issued as 8,229,914 on 7/24/12
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	8/27/2011	13219626	
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/18/2011	13235478	
Increasing Mobile Interactivity	5/8/2006	11382262	
Mobile Comparison Shopping	5/10/2006	11382618	
Presentation of Sponsored Content Based on Device Characteristics	1/21/2010	12691507	
Mobile Campaign Creation	2/21/2011	13031504	
Mobile Advertisement Syndication	10/14/2013	14053565	
Presentation of Sponsored Content on Mobile Device Based on Transaction Event	11/11/2013	14077098	
Contextual Mobile Content Placement On a Mobile Communication Facility	10/27/2006	11553567	issued as 7,548,915 on 6/16/09
Contextual Mobile Content Placement On a Mobile Communication Facility	6/12/2009	12483790	issued as 8,156,128 on 4/10/12

Contextual Mobile Content Placement On a Mobile Communication Facility	7/08/2009	12499585	
Mobile Content Cross-Inventory Yield Optimization	10/18/2011	13276300	issued as 8,812,526 on 8/19/14
Mobile Search Service Instant Activation	3/29/2011	13074103	issued as 8,819,659 on 8/19/14
On-Off Handset Search Box	10/27/2006	11553713	
System for Targeting Advertising Content to a Plurality of Mobile Communication Facilities	9/20/2011	13236643	
Exclusivity Bidding for Mobile Sponsored Content	10/30/2007	11928937	issued as 8,027,879 on 9/27/11
Exclusivity Bidding for Mobile Sponsored Content	9/18/2011	13235459	
Exclusivity Bidding for Mobile Sponsored Content	9/18/2011	13235461	
Idle Screen Advertising	10/30/2007	11928960	
Interactive Mobile Advertisement Banners	10/30/2007	11928990	issued as 8,660,891 on 2/25/14
Interactive Mobile Advertisement Banners	2/24/2014	14188672	
Location Based Mobile Shopping Affinity Program	10/30/2007	11929016	issued as 8,666,376 on 3/4/14
Predictive Text Completion for a Mobile Communication Facility	3/3/2014	14195838	
Using a Mobile Communication Facility for Offline Ad Searching	10/30/2007	11929039	
Methods and Systems for Mobile Coupon Placement	3/23/2011	13069983	issued as 8,238,888 on 8/7/12
Methods and Systems for Mobile Coupon Placement	8/6/2012	13568069	issued as 8,620,285 on 12/31/13
Realtime Surveying Within Mobile Sponsored Content	10/30/2007	11929081	issued as 8,290,810 on 10/16/12
Realtime Surveying Within Mobile Sponsored Content	10/12/2012	13650970	
Methods and Systems for Mobile Coupon Tracking	10/30/2007	11929096	
Use of Dynamic Content Generation Parameters Based on Previous Performance of Those Parameters	2/21/2011	13031508	
Associating Mobile and Non-Mobile Web Content	10/30/2007	11929171	
Embedding Sponsored Content in Mobile Applications	7/19/2010	12839065	issued as 8,209,344 on 6/26/12
Embedding Sponsored Content in Mobile Applications	6/24/2012	13531582	issued as 8,484,234 on 7/9/13
Embedding Sponsored Content in Mobile Applications	7/8/2013	13937166	
Mobile Dynamic Advertisement Creation and Placement	10/30/2007	11929308	issued as 8,195,133 on 6/5/12
Mobile Dynamic Advertisement Creation and Placement	5/29/2012	13483021	issued as 8,301,125 on 10/30/12
Mobile Dynamic Advertisement Creation and Placement	10/29/2012	13662874	issued as 8,503,995 on 8/6/13
Mobile Dynamic Advertisement Creation and Placement	8/5/2013	13959693	
Categorization of a Mobile User Profile Based on Browse Behavior	10/30/2007	11929328	issued as 8,131,271 on 3/6/12
Categorization of a Mobile User Profile Based on Browse and Viewing Behavior	10/20/2011	13278151	issued as 8,805,339 on 8/12/14
Aggregation and Enrichment of Behavioral Profile Data	3/9/2009	12400138	

Using a Monetization Platform			
Syndication of a Behavioral Profile Associated With an Availability Condition Using a Monetization Platform	3/9/2009	12400153	
Syndication of a Behavioral Profile Using a Monetization Platform	3/9/2009	12400166	
Revenue Models Associated With Syndication of a Behavioral Profile Using a Monetization Platform	3/9/2009	12400185	issued as 8,311,888 on 11/13/12
Revenue Models Associated With Syndication of a Behavioral Profile Using a Monetization Platform	11/12/2012	13674720	
Using Mobile Application Data Within a Monetization Platform	3/9/2009	12400199	
Management of Multiple Ad Inventories Using a Monetization Platform	6/16/2009	12485787	issued as 8,302,030 on 10/30/12
Management of Multiple Ad Inventories Using a Monetization Platform	10/29/2012	13662888	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417249	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417280	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417281	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417282	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417284	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417285	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417286	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417287	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417288	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417289	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417290	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417293	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417294	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417295	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417296	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417297	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417298	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417300	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417301	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417302	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417303	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417304	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417306	
A System for Retrieving Mobile Communication Facility	3/11/2012	13417307	

User Data From a Plurality of Providers			
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417308	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417309	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417310	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417311	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417312	
A System for Retrieving Mobile Communication Facility User Data From a Plurality of Providers	3/11/2012	13417313	
Contextual Targeting of Content Using a Monetization Platform	8/7/2009	12537814	issued as 8,364,540 on 1/29/13
Syndication of Behavioral and Third Party Datum From a Monetization Platform	1/28/2013	13752301	
System for Targeting Advertising to Mobile Communication Facilities Using Third Party Data	4/28/2012	13459179	
Identifying a Same User of Multiple Communication Devices Based on User Locations	11/30/2012	13691020	issued as 8,799,076 on 8/5/14
Identifying a Same User of Multiple Communication Devices Based on User Routes	11/30/2012	13691037	issued as 8,650,083 on 2/11/14
Identifying a Same User of Multiple Communication Devices Based on Application Use Patterns	11/30/2012	13691054	
Creation of a Universal Profile of a User by Identifying Similar User-Managed Assets on a Plurality of Devices of the User	11/30/2012	13691089	issued as 8,725,570 on 5/13/14
Creation of a Universal Profile of a User by Identifying Similar User-Managed Assets on a Plurality of Devices of the User	5/5/2014	14270279	notice of allowance on 11/05/14
System for Targeting Advertising to a Mobile Communication Device Based on Photo Metadata	3/18/2014	14218940	
System and Method for Obtaining User Information Using a Secondary Advertisement Call for Fulfilling Mobile Advertising Requests	9/21/2010	12974097	
Serving Advertisements Based On User Data	7/26/2011	13137178	
Methods and Systems For Processing Advertisement Interactions For Internet Advertising	7/11/2012	13546574	
Methods and Systems For Processing Advertisement Interactions For Internet Advertising	7/11/2012	13546603	
Methods and Systems For Providing Mobile Advertising Using Data Networks Based On Intelligence Data Associated With Internet-Connectable Devices	9/6/2012	13605393	
Methods and Systems For Providing Mobile Advertising Using Data Networks Based On Groupings Associated With Internet-Connectable Devices	9/6/2012	13605613	issued as 8,521,593 on 08/27/13
Methods and Systems For Providing Mobile Advertising Using Data Networks Based On Intelligence Data Associated With Internet-Connectable Devices Derived Using Graph Data Models	9/6/2012	13605495	
Methods and Systems for Capturing and Transmitting Locations Events Data Using Data Networks	8/30/2013	14015004	
Methods and Systems For Performing Proximity-Based Targeting of Advertisements To Internet-Connectable Devices and Utilizing Predicted Locations Of Internet-Connectable Devices Using Data Networks	9/6/2012	13605641	

System and Method for Utilizing Captured Eye Data From Mobile Devices	1/20/2014	14159426	
<b>FOREIGN APPS / PCT</b>			
Providing Mobile Advertising Using Data Networks Based on Intelligence Data Associated With Internet-Connected Devices	national phase of PCT/US12/0 53835	2014-529829	
Providing Mobile Advertising Using Data Networks Based on Intelligence Data Associated With Internet-Connected Devices	national phase of pre-merger PCT/US12/0 53835	2014-7009059	
Providing Mobile Advertising Using Data Networks Based on Intelligence Data Associated With Internet-Connected Devices	national phase of pre-merger PCT/US12/0 53835	2014-012090	
Mobile Advertising Using Data Networks Based on Intelligence Data Associated With Internet-Connectable Devices Derived Using Graph Models	national phase of pre-merger PCT/US12/0 53836	2014-529830	
Mobile Advertising Using Data Networks Based on Intelligence Data Associated With Internet-Connectable Devices Derived Using Graph Models	national phase of pre-merger PCT/US12/0 53836	2014-7009040	
Mobile Advertising Using Data Networks Based on Intelligence Data Associated With Internet-Connectable Devices Derived Using Graph Models	national phase of pre-merger PCT/US12/0 53836	2014-011951	
Identifying a Same User of Multiple Communication Devices Based On Web Page Visits, Application Usage, Location, or Route	PCT	PCT/US12/063 843	
Identifying a Same User of Multiple Communication Devices Based on Web Page Visits, Application Usage, Location, or Route	EP national phase	12847398.0	
Identifying a Same User of Multiple Communication Devices Based on Web Page Visits, Application Usage, Location, or Route	JP national phase	2014-541178	
Identifying a Same User of Multiple Communication Devices Based on Web Page Visits, Application Usage, Location, or Route	KR national phase	2014-7012632	
Identifying a Same User of Multiple Communication Devices Based on Web Page Visits, Application Usage, Location, or Route	SG national phase	2014-012124	
Identifying a Same User of Multiple Communication Devices Based On Web Page Visits, Application Usage, Location, or Route	IN national phase	1803/CHENP/ 2014	

**Jumtap, Inc.:**

<i>Title</i>	<i>Filing Date</i>	<i>App #</i>	<i>issuance status</i>
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<b>FOREIGN APPS / PCT</b>			
Providing Content to Mobile Communication Facilities	EPO national phase	06814710.7	
Providing Content to Mobile Communication Facilities	IN national phase	1524/KOLNP/2008	
Providing Content to Mobile Communication Facilities	this is a divisional of JP national phase	2010-214682	Issued as JP 5,589,163 on 8/8/14 (annuities paid through August 2017)
Providing Content to Mobile Communication Facilities	KR national phase	10-2008-7008835	issued as KR 1289547 on 7/18/13 (annuities paid through July 2016)
Combined Algorithmic and Editorial-Reviewed Mobile Content Search Results	EPO national phase	07844659.8	
Combined Algorithmic and Editorial-Reviewed Mobile Content Search Results	IN national phase	1562/KOLNP/2009	
Presenting Content to a Mobile Communication Facility Based on Contextual and Behavioral Data Relating to a Portion of a Mobile Content	IN national phase	107/KOLNP/2010	
Contextual Targeting of Content Using a Monetization Platform	IN national phase	4157/KOLNP/2011	
Contextual Targeting of Content Using a Monetization Platform	JP national phase	2011-554115	
Integrated Advertising System	IN national phase	2473/KOLNP/2012	
Integrated Advertising System	JP national phase	2012-552029	
Integrated Advertising System	KR national phase	10-2012-7022287	



EXHIBIT C

Trademarks

Mark	Filed	App#	Reg. Date	Reg#	Status	Registrant
<b>DECKTRADE</b>						
UNITED STATES	1/12/2007	77/081,671	12/23/2008	3,550,731	REGISTERED	Millennial Media, Inc.
<b>JUMPTAP</b>						
AUSTRALIA	05/02/2006	1111214	08/28/2006	1111214	REGISTERED	Jumptap, Inc.
BRAZIL	10/03/2012	905.374.002			PUBLISHED	Jumptap, Inc.
BRAZIL	10/03/2012	905.374.118			PUBLISHED	Jumptap, Inc.
CANADA	05/03/2006	1300109	05/01/2009	TMA739364	REGISTERED	Jumptap, Inc.
CHINA (Madrid Protocol)	08/21/2012	1132382			PENDING	Jumptap, Inc.
EUROPEAN UNION	05/03/2006	5052071	05/03/2006	5052071	REGISTERED	Jumptap, Inc.
EUROPEAN UNION	11/02/2012	11316932	04/01/2013	11316932	REGISTERED	Jumptap, Inc.
FEDERATION OF RUSSIA (Madrid Protocol)	08/21/2012	1132382			PENDING	Jumptap, Inc.
INDIA	09/03/2012	2389016	02/22/2014	2389016	REGISTERED	Jumptap, Inc.
INDONESIA	11/09/2012	J002012 054365			PENDING	Jumptap, Inc.
ISRAEL	05/01/2006	189706	03/09/2008	189706	REGISTERED	Jumptap, Inc.
ISRAEL	05/01/2006	189707	03/09/2008	189707	REGISTERED	Jumptap, Inc.
ISRAEL	05/01/2006	189705	03/09/2008	189705	REGISTERED	Jumptap, Inc.
JAPAN	05/02/2006	2006-040789	08/20/2006	4997080	REGISTERED	Jumptap, Inc.
MALAYSIA	09/03/2012	2012014894	10/24/2013	2012014894	REGISTERED	Jumptap, Inc.
MALAYSIA	09/03/2012	2012014895			PENDING	Jumptap, Inc.
MEXICO	11/07/2012	1324006	11/2/2013	1415095	REGISTERED	Jumptap, Inc.
MEXICO	11/07/2012	1324008	10/09/2013	1402908	PENDING	Jumptap, Inc.
ROMANIA	05/16/2006	M2006 05538	05/16/2006	78120	REGISTERED	Jumptap, Inc.
SAUDI ARABIA	02/16/2013	192281	10/08/2013	1524/53	REGISTERED	Jumptap, Inc.
SAUDI ARABIA	02/16/2013	192764	10/24/2013	1525/76	REGISTERED	Jumptap, Inc.
SINGAPORE (Madrid Protocol)	08/21/2012	1132382	06/05/2014	T1216139D	REGISTERED	Jumptap, Inc.
SOUTH KOREA	05/03/2006	45-2006-1589	01/05/2007	18533	REGISTERED	Jumptap, Inc.
SWITZERLAND	05/02/2006	53925/2006	08/21/2006	549367	REGISTERED	Jumptap, Inc.
TAIWAN	08/28/2012	101048751	6/16/2013	1585445	REGISTERED	Jumptap, Inc.
TURKEY	05/03/2006	2006/20087	05/03/2006	2006/20087	REGISTERED	Jumptap, Inc.
UNITED STATES	11/03/2005	78/746,596	10/17/2006	3,157,888	REGISTERED	Jumptap, Inc.
UNITED STATES	08/15/2012	85/704,265	5/28/2013	4,341,522	REGISTERED	Jumptap, Inc.
WIPO	08/21/2012	A0031407	08/21/2012	1132382	REGISTERED	Jumptap, Inc.

**MILLENNIAL MEDIA**

SINGAPORE

REGISTERED

Millennial  
Media, Inc.  
Millennial  
Media, Inc.

UNITED STATES

7/19/2006

78/932,755

1/28/2008

3,376,591

REGISTERED

**MYDAS**

UNITED STATES

10/24/2011

85/454,674

1/26/2014

4466918

REGISTERED

Millennial  
Media, Inc.

**TAPMATCH**

UNITED STATES

08/16/2012

85/705,467

4/16/2013

4,320,692

REGISTERED

Millennial  
Media, Inc.

EXHIBIT D

Mask Works

None.