

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM332725

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Silicon Valley Bank		02/12/2015	CORPORATION:
RECEIVING PARTY DATA			
Name:	TrueX Media Inc., formerly known as Archetype Media, Inc.		
Street Address:	11388 W. OLYMPIC BOULEVARD		
City:	LOS ANGELES		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3592496	SOCIALVIBE	
Registration Number:	3758272		
Registration Number:	3620571	S CIALVIBE	
CORRESPONDENCE DATA			
Fax Number:	7036106200		
<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>			
Phone:	703-610-6100		
Email:	boxip@hoganlovells.com		
Correspondent Name:	Catlan M. McCurdy, Hogan Lovells US LLP		
Address Line 1:	7930 Jones Branch Drive, 9th Floor		
Address Line 2:	Box Intellectual Property		
Address Line 4:	McLean, VIRGINIA 22102		
ATTORNEY DOCKET NUMBER:	92552.257		
NAME OF SUBMITTER:	Catlan M. McCurdy		
SIGNATURE:	/Catlan McCurdy/		
DATE SIGNED:	02/20/2015		
Total Attachments: 5			
source=Silicon Valley Bank to TrueX Media Release of Patent Trademark Security Agreement_Executed#page1.tif			
source=Silicon Valley Bank to TrueX Media Release of Patent Trademark Security Agreement_Executed#page2.tif			

CH \$90.00 3592496

source=Silicon Valley Bank to TrueX Media Release of Patent Trademark Security Agreement_Executed#page3.tif
source=Silicon Valley Bank to TrueX Media Release of Patent Trademark Security Agreement_Executed#page4.tif
source=Silicon Valley Bank to TrueX Media Release of Patent Trademark Security Agreement_Executed#page5.tif

FULL RELEASE OF SECURITY AGREEMENT

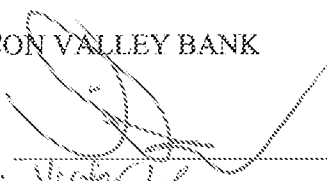
THIS FULL RELEASE OF SECURITY AGREEMENT (this "Release") is made and entered into this 12th day of February, 2015, by Silicon Valley Bank ("Lender"), in favor of TrueX Media Inc., formerly known as Archetype Media, Inc., a Delaware corporation ("Borrower").

The Lender hereby releases its security interest granted pursuant to an Intellectual Property Security Agreement dated as of June 30, 2008, and recorded with the United States Patent and Trademark Office on July 10, 2008, at reel and frame number 21228-628 with respect to all patents described more fully in Schedule A attached hereto, and recorded with the United States Patent and Trademark Office on July 10, 2008, at reel and frame number 3814/0454 with respect to with respect to all trademarks and service marks described more fully in Schedule B attached hereto.

To the extent, if any, that following the release as set forth above, Lender retains or would retain any right, title or interest in or to the patents on Schedule A, and trademarks and service marks on Schedule B (the "Specified Collateral") or, with respect to the patents and patent applications, any inventions and improvements described and claimed therein and reissues, divisionals, provisionals, continuations and continuations-in-part, reexaminations, renewals, substitutions and extensions thereof and amendments thereto and, with respect to the trademarks, service marks and trademark applications, any goodwill of any business conducted in connection therewith, and with respect to any and all copyrights, copyright applications, copyright registrations and like protections in each work or authorship and derivative works in connection therewith, and with respect to any and all trade secrets and any and all intellectual property rights in computer software and computer software products, and with respect to any and all design rights, Lender hereby reassigns, grants and conveys to Borrower, without any representation, warranty, recourse or undertaking by Lender, all of Lender's right, title and interest in, to and under the Specified Collateral, and the goodwill of Borrower's business connected with the use of and symbolized by the Specified Collateral.

IN WITNESS WHEREOF, the undersigned has caused this Full Release of Security Agreement to be executed by its duly authorized officer as of the date first set forth above.

SILICON VALLEY BANK

By: 
Name: Vicki Le
Title: Vice President

SCHEDULE A

United States Patents

1. U.S. Patent No. 8,856,019, "System and Method of Storing Data Related to Social Publishers and Associating the Data with Electronic Brand Data", issued October 7, 2014.

SCHEDULE B

Trademark and Service Mark Registrations

U.S. Trademarks	Registration No.	Issue Date	Services
SOCIALVIBE	3592496	March 17, 2009	(Int. Cl. 35) Electronic commerce services, namely, providing information about products via telecommunication networks for advertising and sales purposes; Promoting the goods and services of others by providing a community-driven website featuring user-submitted content in the nature of rebates, product reviews, links to the retail websites of others; Providing an online directory information service featuring information regarding lifestyle and social networking issues; Providing information in the field of marketing and on-line marketing media via the Internet; (Int. Cl. 42) Computer services, namely, creating an online community for registered users to participate in competitions, showcase their skills, get feedback from their peers, form virtual communities, engage in social networking and improve their talent
	3758272	March 9, 2010	(Int. Cl. 35) Promoting the goods and services of others by providing a community-driven website featuring user-submitted content in the nature of rebates, product reviews, links to

the retail websites of others; Providing an online directory information service featuring information regarding lifestyle and social networking issues; (Int. Cl. 42) Computer services, namely, creating an online community for registered users to participate in competitions, showcase their skills, get feedback from their peers, form virtual communities, engage in social networking and improve their talent

socialvibe

3620571

March 12, 2009

(Int. Cl. 35) Electronic commerce services, namely, providing information about products via telecommunication networks for advertising and sales purposes; Promoting the goods and services of others by providing a community-driven website featuring user-submitted content in the nature of rebates, product reviews, links to the retail websites of others; Providing an online directory information service featuring information regarding lifestyle and social networking issues; Providing information in the field of marketing and on-line marketing media via the Internet; (Int. Cl. 42) Computer services, namely, creating an online community for registered users to

participate in
competitions, showcase
their skills, get feedback
from their peers, form
virtual communities,
engage in social
networking and improve
their talent
