

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM350049

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SILICON VALLEY BANK		07/30/2015	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Critical Mix Inc.		
<b>Street Address:</b>	53 Riverside Avenue		
<b>City:</b>	Westport		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06880		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 13</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4668752	EARNINGSTATION	
<b>Registration Number:</b>	4488115	IGAIN	
<b>Registration Number:</b>	4492461	CRITICAL MIX	
<b>Registration Number:</b>	4326978	ONEOPINION	
<b>Registration Number:</b>	3659433	AUTHENTIC RESPONSE	
<b>Registration Number:</b>	3249088	ZOOMPANEL	
<b>Registration Number:</b>	3896299	MYVIEW	
<b>Registration Number:</b>	3659432	AUTHENTIC RECRUITMENT	
<b>Registration Number:</b>	3659434	AUTHENTIC VALIDATION	
<b>Registration Number:</b>	2267844	100% OPT-IN	
<b>Registration Number:</b>	2469058	POSTMASTERDIRECT	
<b>Registration Number:</b>	2771221	NETCREATIONS	
<b>Serial Number:</b>	85563989	REINVENTION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4088524475		
<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>	4088417195		
<b>Email:</b>	dsanchezbentz@vlplawgroup.com		

OP \$340.00 4668752

**Correspondent Name:** Diana Sanchez Bentz  
**Address Line 1:** VLP Law Group LLP  
**Address Line 4:** Gilroy, CALIFORNIA 95020

**ATTORNEY DOCKET NUMBER:** CMI - SVB TERMINATION

**NAME OF SUBMITTER:** Diana Sanchez Bentz

**SIGNATURE:** /dsb1068/

**DATE SIGNED:** 08/03/2015

**Total Attachments: 3**

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant/Applicant: Critical Mix, Inc.  
Trademarks: See attached Exhibit A

TERMINATION OF TRADEMARK SECURITY INTEREST

WHEREAS, Critical Mix, Inc., a Delaware corporation (formerly Authentic Response, Inc.) (the "Company"), having their principal offices at 53 Riverside Avenue, Westport, Connecticut 06880, has adopted, used or had an intent-to-use the Trademarks listed on the attached Exhibit A, now registered or in the process of registration in the United States Patent and Trademark Office;

WHEREAS, the Company entered into those certain Intellectual Property Security Agreements and amendments thereto between Silicon Valley Bank (the "Lender") and the Company. True and correct copies of each were recorded by the United States Patent and Trademark Office as noted below:

Reel/frame 4003/0515 recorded June 9, 2009 -- Intellectual Property Security Agreement dated May 22, 2009 by and between Authentic Response, Inc. (name changed to Critical Mix, Inc.) and SVB;

Reel/frame 4976/0082 recorded March 6, 2013 -- Intellectual Property Security Agreement dated March 6, 2013 by and between reinvention LLC and SVB (reinvention LLC assigned entire interest to Critical Mix, Inc.);

Reel/frame 5056/0339 recorded June 25, 2013 -- Intellectual Property Security Agreement dated June 24, 2013 by and between Authentic Response, Inc. (name change to Critical Mix, Inc.) and SVB;

Reel/frame 5480/0154 recorded March 18, 2015 -- Second Amendment to Intellectual Property Security Agreement dated March 16, 2015 by and between Critical Mix, Inc. and SVB; and

Reel/frame 5482/0154 recorded March 18, 2015 -- Second Amendment to Intellectual Property Security Agreement dated March 16, 2015 by and between Critical Mix, Inc. and SVB.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Lender hereby:


1. releases and reassigns to the Company any and all liens, security interests, right, title and interest of Lender pursuant to the Security Agreement in the trademarks more fully described on Exhibit A, and all of the goodwill associated thereto, without recourse or representation or warranty, express or implied;
2. authorizes and requests the Commissioner of Patents and Trademarks of the United States of America to note and record the existence of the termination hereby given; and
3. files this Termination of Trademark Security Interest in the United States Patent and Trademark Office.

IN WITNESS WHEREOF, Lender has caused this Termination of Trademark Security Interest to be signed by their duly authorized representatives as of this 20 day of July 2015.

**Silicon Valley Bank**

Address:

Silicon Valley Bank  
505 Fifth Avenue, 11<sup>th</sup> Floor  
New York, NY 10017  
Attention:

By:   
Name: John Kern  
Title: Vice President

## EXHIBIT A

### Trademarks

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
EARNINGSTATION	4668752	01/05/2015
IGAIN	4488115	02/25/2014
CRITICAL MIX	4492461	03/04/2014
ONEOPINION	4326978	04/30/2013
AUTHENTIC RESPONSE	3659433	07/21/2009
ZOOMPANEL	3249088	06/05/2007
MYVIEW	3896299	12/28/2010
AUTHENTIC RECRUITMENT	3659432	07/21/2009
AUTHENTIC VALIDATION	3659434	07/21/2009
REINVENTION (DEAD MARK)	85563989	03/08/2012
100% OPT-IN (DEAD MARK)	2267844	08/03/1999
POSTMASTERDIRECT (DEAD MARK)	2469058	07/17/2001
NETCREATIONS (DEAD MARK)	2771221	10/07/2003