

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM354456

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CENTERFIELD MEDIA HOLDINGS, LLC		09/08/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	EAST WEST BANK, as Agent		
Street Address:	135 N. Los Robles Avenue, 7th Floor		
City:	Pasadena		
State/Country:	CALIFORNIA		
Postal Code:	91101		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4327839	CENTERFIELD MEDIA	
Registration Number:	4382700	CLICKS.NET	
Registration Number:	4323809	CENTERFIELD	
Registration Number:	4323788	DEMAND EFFICIENCY FROM EVERY CLICK	
CORRESPONDENCE DATA			
Fax Number:	2138915788		
<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:	213-8915935		
Email:	hpanneck@buchalter.com		
Correspondent Name:	Helen Panneck		
Address Line 1:	1000 Wilshire Blvd., Ste. 1500		
Address Line 4:	Los Angeles, CALIFORNIA 90017		
ATTORNEY DOCKET NUMBER:	E0717-0015		
NAME OF SUBMITTER:	Helen Panneck		
SIGNATURE:	/Helen Panneck/		
DATE SIGNED:	09/09/2015		
Total Attachments: 4			
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NOTICE OF
GRANT OF SECURITY INTEREST
IN TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

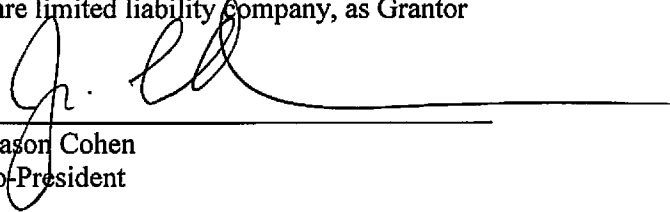
Please be advised that pursuant to the Security and Pledge Agreement dated as of September 8, 2015 (as amended, modified, extended, restated, renewed, replaced, or supplemented from time to time, the “Agreement”) and among the Grantors party thereto (each an “Grantor” and collectively, the “Grantors”) and East West Bank, a California banking corporation, as administrative agent (the “Administrative Agent”) for the Secured Parties referenced therein, the undersigned Grantor has granted a continuing security interest in and continuing lien upon the trademarks and trademark applications shown on Schedule 1 attached hereto to the Administrative Agent for the ratable benefit of the Secured Parties.

The undersigned Grantor and the Administrative Agent, on behalf of the Secured Parties, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (a) may only be terminated in accordance with the terms of the Agreement and (b) is not to be construed as an assignment of any trademark or trademark application.

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Very truly yours,

CENTERFIELD MEDIA HOLDINGS, LLC,
a Delaware limited liability company, as Grantor

By: 
Name: Jason Cohen
Title: Co-President

Acknowledged and Accepted:


EAST WEST BANK,
a California banking corporation,
as Administrative Agent

By:  _____
Name: Allen Ameri
Title: First Vice President – Capital Markets

Notice of Grant of Security Interest in Trademarks

TRADEMARK
REEL: 005619 FRAME: 0467

**SCHEDULE 1
TRADEMARKS AND TRADEMARK APPLICATIONS**

LOAN PARTY/OWNER	TRADEMARKS	APPLICATION/ REGISTRATION NUMBER	APPLICATION/REG ISTRATION DATE
Centerfield Media Holdings, LLC		4327839	April 30, 2013
Centerfield Media Holdings, LLC		4382700	August 13, 2013
Centerfield Media Holdings, LLC	CENTERFIELD	4323809	April 23, 2013
Centerfield Media Holdings, LLC	DEMAND EFFICIENCY FROM EVERY CLICK	4323788	April 23, 2013

Schedule 1