

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM354992

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GOLD HILL CAPITAL 2008, LP		09/11/2015	LIMITED PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	AudienceScience, Inc.		
Street Address:	1120 112th Avenue NE		
Internal Address:	Suite 400		
City:	BELLEVUE		
State/Country:	WASHINGTON		
Postal Code:	98004		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Serial Number:	85144753	AUDIENCESCIENCE CONNECT	
Registration Number:	4015747	AUDIENCESCIENCE	
Registration Number:	3868059	AUDIENCE SCIENCE	
Registration Number:	3773158	AUDIENCESCIENCE	
Registration Number:	3773157		
Registration Number:	3319619	BEHAVIORAL SYNDICATION	
Registration Number:	3013930	DELIVER THE AUDIENCE. DRIVE THE REVENUE.	
Registration Number:	3116103		
Registration Number:	3116104		
CORRESPONDENCE DATA			
Fax Number:	2063599000		
<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:	206-359-8000		
Email:	pctrademarks@perkinscoie.com		
Correspondent Name:	Patchen Haggerty, Perkins Coie LLP		
Address Line 1:	1201 Third Avenue, Suite 4900		
Address Line 4:	Seattle, WASHINGTON 98101		

OP \$240.00 85144753

ATTORNEY DOCKET NUMBER:	034281-0001
NAME OF SUBMITTER:	Patchen M. Haggerty
SIGNATURE:	/Patchen M. Haggerty/
DATE SIGNED:	09/14/2015

Total Attachments: 13

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RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST

This RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST ("**Release**") is made and effective as of September 11, 2015 and granted by Gold Hill Capital 2008, LP (the "**Secured Party**"), in favor of AudienceScience, Inc., a Delaware corporation (the "**Grantor**"), and its successors, assigns and legal representatives.

WHEREAS, pursuant to a Loan and Security Agreement between Grantor and Secured Party, Grantor executed and delivered to Secured Party that certain Intellectual Property Security Agreement by and between Grantor and Secured Party dated as of October 11, 2011 (the "**IP Security Agreement**" and, together with the above-referenced Loan and Security Agreement, the "**Security Agreements**");

WHEREAS, pursuant to the Security Agreements, Grantor pledged and granted to Secured Party a security interest in and to all of the right, title and interest of Grantor in, to and under the IP Collateral (as defined below);

WHEREAS, the IP Security Agreement was recorded with the United States Patent and Trademark Office at Reel 27047, Frame 780 on October 12, 2011 and Reel 4640, Frame 0103 on October 12, 2011; and

WHEREAS, Grantor has requested that Secured Party enter into this Release in order to effectuate, evidence and record the release and reassignment to Grantor of any and all right, title and interest Secured Party may have in the IP Collateral pursuant to the Security Agreements.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Secured Party hereby states as follows:

1. Release of Security Interest. Secured Party, on behalf of itself and its successors, legal representatives and assigns, hereby terminates the IP Security Agreement and terminates, releases and discharges any and all security interests that it has pursuant to the Security Agreements in any and all right, title and interest of Grantor, and reassigns to Grantor any and all right, title and interest that it may have, in, to and under the following (collectively, the "**IP Collateral**"):

(a) any and all patents, patent applications and other patent rights and any other governmental authority-issued indicia of invention ownership, including the patents

and patent applications listed in Schedule 1 hereto, and all reissues, divisions, continuations, continuations-in-part, renewals, extensions and reexaminations thereof and amendments thereto (the "**Patents**");

(b) any and all trademarks, service marks, trade names, brand names, logos, trade dress, design rights and other similar designations of source, whether registered or unregistered, including the trademark registrations and applications set forth in Schedule 2 hereto, together with the goodwill connected with the use thereof and symbolized thereby and all extensions and renewals thereof ("**Trademarks**");

(c) any and all copyrights, copyright applications and registrations, and like protections in each work of authorship, whether registered or unregistered and whether published or unpublished, including the copyright registrations and applications set forth in Schedule 3 hereto, and all extensions and renewals thereof ("**Copyrights**");

(d) all rights of any kind whatsoever of Grantor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world;

(e) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(f) any and all claims and causes of action with respect to any of the foregoing, whether occurring before, on or after the date hereof, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Further Assurances. Secured Party agrees, at Grantor's expense, to take all further actions, and provide to Grantor and its successors, assigns and legal representatives all such cooperation and assistance, including, without limitation, the execution and delivery of any and all further documents or other instruments, as Grantor and its successors, assigns and legal representatives may reasonably request in order to confirm, effectuate or record this Release.

3. Governing Law. This Release and any claim, controversy, dispute or cause of action (whether in contract or tort or otherwise) based upon, arising out of or relating to this Release and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Washington, without giving effect to any choice or conflict of law provision or rule (whether of the State of Washington or any other jurisdiction).

IN WITNESS WHEREOF, Secured Party has caused this Release to be duly executed and delivered by its officer thereunto duly authorized as of the date first above written.

GOLD HILL CAPITAL 2008, LP
as Secured Party

By: Gold Hill Capital 2008, LLC,
General Partner

By:  _____

Name: Tim Waterson

Title: Partner

Gold Hill Capital

Address for Notices:

c/o Greenough Consulting Group
1350 Bayshore Highway #920
Burlingame, CA 94010

SCHEDULES

SCHEDULE 1

PATENTS AND PATENT APPLICATIONS

[SEE ATTACHED]

Patent Number	Issue Date	Title	Ctry
6,785,666 (Application No. 09/613,847)	31-Aug-04	METHOD AND SYSTEM FOR PARSING NAVIGATION INFORMATION	US
6,873,981 (Application No. 10/320,092)	29-Mar-06	METHOD AND SYSTEM FOR PARSING NAVIGATION INFORMATION	US
6,871,196 (Application No. 09/751,366)	22-Mar-05	VISUALIZING AUTOMATICALLY GENERATED SEGMENTS	US
7,051,029 (Application No. 09/755,971)	23-May-06	VISUALIZING AUTOMATICALLY GENERATED SEGMENTS	US
6,993,529 (Application No. 09/872,867)	31-Jan-06	IMPORTING DATA USING METADATA	US
7,117,193 (Application No. 10/005,224)	03-Oct-06	PARSING NAVIGATION INFORMATION TO IDENTIFY OCCURRENCES OF EVENTS OF INTEREST	US
7,464,122 (Application No. 11/495,089)	09-Dec-08	PARSING NAVIGATION INFORMATION TO IDENTIFY OCCURRENCES OF EVENTS OF INTEREST	US
6,917,972 (Application No. 10/007,646)	12-Jul-05	PARSING NAVIGATION INFORMATION TO IDENTIFY OCCURRENCES CORRESPONDING TO DEFINED CATEGORIES	US
7,107,338 (Application No. 10/005,183)	12-Aug-06	PARSING NAVIGATION INFORMATION TO IDENTIFY INTERACTIONS BASED ON THE TIMES OF THEIR OCCURRENCES	US
7,035,925 (Application No. 11/149,036)	25-Apr-06	PARSING NAVIGATION INFORMATION TO IDENTIFY INTERACTIONS BASED ON THE TIMES OF THEIR OCCURRENCES	US
7,194,477 (Application No. 10/187,392)	20-Mar-07	OPTIMIZED A PRIORI TECHNIQUES	US
7,966,333 (Application No. 12/204,709)	21-Jun-11	USER SEGMENT POPULATION TECHNIQUES	US
7,299,195 (Application No. 11/049,228)	20-Nov-07	ACCEPTING BIDS TO ADVERTISE TO USERS PERFORMING A SPECIFIC ACTIVITY	US
7,698,165 (Application No. 11/049,411)	13-Apr-10	ACCEPTING BIDS TO ADVERTISE TO USERS PERFORMING A SPECIFIC ACTIVITY	US
8,024,815 (Application No. 11/972,591)	20-Sep-11	ISOLATION ENVIRONMENT-BASED INFORMATION ACCESS	US

Patent Number	Issue Date	Title	Ctry
7,747,676 (Application No. 11/087,378)	29-Jun-10	SELECTING AN ADVERTISING MESSAGE FOR PRESENTATION ON A PAGE OF A PUBLISHER WEB SITE BASED UPON BOTH USER HISTORY AND PAGE CONTEXT	US
7,882,175 (Application No. 12/782,586)	01-Feb-11	SELECTING AN ADVERTISING MESSAGE FOR PRESENTATION ON A PAGE OF A PUBLISHER WEB SITE BASED UPON BOTH USER HISTORY AND PAGE CONTEXT	US
7,809,752 (Application No. 11/294,756)	05-Oct-10	REPRESENTING USER BEHAVIOR INFORMATION	US
7,676,467 (Application No. 11/294,750)	09-Mar-10	USER SEGMENT POPULATION TECHNIQUES	US

Application Number	Filing Date	Title	Ctry
13/110,513	18-May-11	HOSTED SERVICE FOR ANALYZING DATA RELATING TO EVENTS GENERATED BY CUSTOMER COMPUTERS	US
13/220,560	29-Aug-11	METHOD AND SYSTEM FOR PARSING NAVIGATION INFORMATION	US
13/224,132	01-Sep-11	HOSTED SERVICE FOR ANALYZING DATA RELATING TO EVENTS GENERATED BY CUSTOMER COMPUTERS	US
13/205,573	21-Mar-11	HOSTED SERVICE FOR NAMING SEGMENTS OF DATA RELATING TO EVENTS GENERATED BY CUSTOMER COMPUTERS	US
11/779,766	18-Jul-07	REPORT DEPICTING EXTENT OF COMPLETION OF A PROCESS	US
09/751,381	29-Dec-00	EXPORTING DATA UPON WHICH A SUMMARY STATISTIC IS BASED	US
13/218,115	25-Aug-11	HOSTED SERVICE FOR EXPORTING DATA RELATING TO EVENTS GENERATED BY CUSTOMER COMPUTERS	US
13/205,562	08-Aug-11	METHOD AND SYSTEM FOR LOGGING EVENTS AT A CLIENT SYSTEM	US
13/110,555	18-May-11	METHOD AND SYSTEM TRACKING EVENTS	US

Application Number	Filing Date	Title	Ctry
13/113,874	23-May-11	METHOD AND SYSTEM FOR INSTRUMENTING WEB PAGES	US
13/224,036	01-Sep-11	INTERFACE FOR GENERATING AND PRESENTING ITEM RECOMMENDATIONS	US
13/219,396	26-Aug-11	VISUALIZING AUTOMATICALLY GENERATED SEGMENTS	US
13/212,912	18-Aug-11	IMPORTING DATA USING METADATA	US
13/108,744	16-May-11	IDENTIFYING AND REPORTING ON FREQUENCY OF EVENTS IN USAGE DATA	US
13/211,269	16-Aug-11	PARSING NAVIGATION INFORMATION TO IDENTIFY OCCURRENCES OF EVENTS OF INTEREST	US
13/210,337	24-Mar-08	MODULAR RECOMMENDATIONS FRAMEWORK	US
12/408,660	20-Mar-09	USER SEGMENTATION USER INTERFACE	US
12/407,740	19-Mar-09	USER SEGMENT POPULATION TECHNIQUES	US
12/485,005	15-Jun-09	ACCEPTING BIDS TO ADVERTISE TO USERS PERFORMING A SPECIFIC ACTIVITY	US
12/714,352	26-Feb-10	ACCEPTING BIDS TO ADVERTISE TO USERS PERFORMING A SPECIFIC ACTIVITY	US
12/185,761	04-Aug-08	METHOD AND APPARATUS FOR CORRELATING PRODUCTS BASED UPON LOGICAL RELATIONS BY PRODUCT ATTRIBUTES AND OPTIONALLY WITH CUSTOMER DATA PURCHASES	US
12/410,418	24-Mar-09	ISOLATION ENVIRONMENT-BASED INFORMATION ACCESS	US
13/210,332	15-Aug-11	ISOLATION ENVIRONMENT-BASED INFORMATION ACCESS	US
11/236,319	27-Sep-05	EVALUATING ADVERTISING STRATEGIES BY SIMULATING THEIR APPLICATION	US
12/883,089	15-Sep-10	DEFINING ONE OR MORE USED SEGMENTS BASED UPON EXTENT OF COMPLETION OF A PROCESS	US
11/311,872	19-Dec-05	PER-USER AUDIENCE AUCTIONS	US

Application Number	Filing Date	Title	Ctry
12/106,977	21-Apr-08	AUDIENCE TARGETING BASED ON MEDIA SEQUENCE PLAYBACK INFORMATION	US
13/186,422	19-Jul-11	AUDIENCE TARGETING BASED ON MEDIA SEQUENCE PLAYBACK INFORMATION	US
10/830,870	23-Apr-04	USER TRACKING WITHOUT UNIQUE USER IDENTIFIERS	US
13/114,770	24-May-11	MARKETING RESPONSE OPTIMIZATION THROUGH BEHAVIORAL TARGETING	US
12/976,973	22-Dec-10	SELECTING AN ADVERTISING MESSAGE FOR PRESENTATION ON A PAGE OF A PUBLISHER WEB SITE BASED UPON BOTH USER HISTORY AND PAGE CONTEXT	US
12/874,090	01-Sep-10	REPRESENTING USER BEHAVIOR INFORMATION	US
12/640,900	17-Dec-09	USER SEGMENT POPULATION TECHNIQUES	US
13/166,018	22-Jun-11	DETERMINING TOPIC RELEVANCE FOR USERS OF INFORMATION	US
11/263,075	31-Oct-05	SYNDICATION OF BEHAVIORAL SEGMENTS FOR ADVERTISING	US
13/154,145	08-Jun-11	IDENTIFYING USERS ISSUING WEB BROWSING REQUESTS	US
12/912,681	26-Oct-10	SEGMENTATION VIA RETARGETING	US
13/073,754	28-Mar-11	DYNAMICALLY GENERATING DEMOGRAPHIC INFORMATION FOR AN ARBITRARY SEGMENT OF USERS	US
12/167,977	03-Jul-08	REAL-TIME TARGETING OF ADVERTISING	US
12/171,092	10-Jul-08	QUERY EXPANSION	US
13/210,328	15-Aug-11	QUERY EXPANSION	US
8015680.5	5-Sep-08	METHOD AND ASSEMBLY FOR ANONYMISING PERSONAL INFORMATION	EP
8012770.7	15-Jul-08	METHOD AND ASSEMBLY FOR MODELING SOCIODEMOGRAPHIC CHARACTERISTICS	EP



SCHEDULE 2

TRADEMARK REGISTRATIONS AND APPLICATIONS

[SEE ATTACHED]

AUDIENCESCIENCE INC.
TRADEMARK STATUS REPORT
SEPTEMBER 29, 2011

TRADEMARKS

MARK	COUNTRY	REG./SER. NO.	REG./FILED	CLASS(ES)	STATUS/REMARKS	ASCI-
AUDIENCESCIENCE	US	4015747	23 Aug 2011	35, 38, 39, 42	23 Aug 2016-2017 Section 8 & 15 Declaration	2-1053
	Madrid	1,081,762	1 Feb 2011	35, 38, 39, 42	1 Feb 2021 Renewal	12-1031
	EU	1,081,762	1 Feb 2011	35, 38, 39, 42	15 Apr 2012 Opposition period ends 1 Feb 2021 Renewal	12-1031EU
	JP	1,081,762	1 Feb 2011	35, 38, 39, 42	Pending	12-1031JP
	Canada	1,513,507	1 Feb 2011	—	Pending—Searched	12-1032
	US	3,868,059	26 Oct 2010	35, 38, 39, 42	26 Oct 2015-2016 Section 8 & 15 Declaration 26 Oct 2020 Renewal	2-1046
	Madrid	1,001,720	16 Apr 2009	35, 38, 39, 42	16 Apr 2019 Renewal	12-1021
	Japan (MP)	1,001,720	16 Apr 2009	35, 38, 39, 42	16 Apr 2019 Renewal	12-1021JP
	EU (MP)	1,001,720	16 Apr 2009	35, 38, 39, 42	16 Apr 2019 Renewal	12-1021EU
	Canada	1,434,698	15 Apr 2009	—	Pending—Approved	12-1022
 AudienceScience	US	3,773,158	6 Apr 2010	35, 38, 39, 42	6 Apr 2015-2016 Section 8 & 15 Declaration 6 Apr 2020 Renewal	2-1048
	Madrid	1,012,573	13 Aug 2009	35, 38, 42	13 Aug 2019 Renewal	12-1025
	EU (MP)	1,012,573	13 Aug 2009	35, 38, 42	13 Aug 2019 Renewal	12-1025EU
	Japan (MP)	1,012,573	13 Aug 2009	35, 38, 42	13 Aug 2019 Renewal	12-1025JP
	Canada	1,448,338	17 Aug 2009	—	Pending—Approved	12-1026
	US	3,773,157	6 Apr 2010	35, 38, 39, 42	6 Apr 2015-2016 Section 8 & 15 Declaration 6 Apr 2020 Renewal	2-1047
	Madrid	1,012,181	13 Aug 2009	35, 38, 39, 42	13 Aug 2019 Renewal	12-1023

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AUDIENCESCIENCE INC.
TRADEMARK STATUS REPORT
SEPTEMBER 29, 2011


MARK	COUNTRY	REG./SER. NO.	REG./FILED	CLASS(S)	STATUS/REMARKS	ASCI-
AUDIENCESCIENCE CONNECT	EU (MP)	1,012,181	13 Aug 2009	35, 38, 39, 42	13 Aug 2019 Renewal	12-1023EU
	Japan (MP)	1,012,181	13 Aug 2009	35, 38, 39, 42	13 Aug 2019 Renewal	12-1023JP
	Canada	1,448,337	17 Aug 2009	—	Pending—Approved	12-1024
AUDIENCESCIENCE GATEWAY	US	85/144,753	4 Oct 2010	35, 38, 39, 42	17 Nov 2011 Statement of Use or 1 st extension	2-1052
	Madrid	1,082,007	4 Oct 2010	35, 38, 39, 42	4 Oct 2020 Renewal	12-1029
	EU (MP)	1,082,007	4 Oct 2010	35, 38, 39, 42	4 Oct 2020 Renewal	12-1029EU
AUDIENCE GATEWAY	JP (MP)	1,082,007	4 Oct 2010	35, 38, 39, 42	Pending	12-1029JP
	Canada	1,501,074	25 Oct 2010	—	Pending—Searched	12-1030
	Madrid	1,055,188	21 May 2010	35, 38, 39, 42	21 May 2010 Renewal	12-1027
BEHAVIORAL SYNDICATION	EU (MP)	1,055,188	21 May 2010	35, 38, 39, 42	12 Aug 2011 Open to Oppositions	12-1027EU
	Japan (MP)	1,055,188	21 May 2010	35, 38, 39, 42	15 Jun 2011 Sent response to Provisional Refusal Awaiting Examination	12-1027JP
	Canada	1,482,043	20 May 2010	—	Pending—Searched	
DELIVER THE AUDIENCE. DRIVE THE REVENUE.	US	3,319,619	23 Oct 2007	35	23 Oct 2012-2013 Section 8 & 15 Declaration 23 Oct 2017 Renewal	2-1038
	EU (MP)	864,699	14 Apr 2005	9, 35, 39, 42	14 Apr 2015 Renewal	12-1013
	Canada	TMA/739,655	7 May 2009	—	7 May 2024 Renewal	12-1014
DELIVER THE AUDIENCE. DRIVE THE REVENUE.	US	3,013,950	8 Nov 2005	35, 39, 42	8 Nov 2010-2011 Section 8 & 15 Declaration (\$1,400) 8 Nov 2015 Renewal	2-1028
	EU (CTM)	3,720,919	18 Oct 2005	9, 35, 39, 42	22 Mar 2014 Renewal	12-1005
	Canada	TMA/670,170	17 Aug 2005	—	17 Aug 2021 Renewal	12-1006

TRADEMARK


REEL: 005622 FRAME: 0975



AUDIENCESCIENCE INC.
TRADEMARK STATUS REPORT
SEPTEMBER 29, 2011

MARK	COUNTRY	REG./SER. NO.	REG./FILED	CLASS(ES)	STATUS/REMARKS	ASCI-
REVENUE SCIENCE	EU (CTM)	3,536,216	14 Apr 2005	9, 35, 39, 42	12 Nov 2013 Renewal	12-1001
	Canada	TMA690,016	15 Jun 2007	—	15 Jun 2022 Renewal	12-1002
	U.S.	3,116,103	18 Jul 2006	9	18 Jul 2011 - 2012 Section 8 & 15 Declaration 18 Jul 2016 Renewal	2-1035
	US	3,116,104	18 Jul 2006	35, 39, 42	18 Jul 2011 - 2012 Section 8 & 15 Declaration 18 Jul 2016 Renewal	2-1036

PENDING

MARK	COUNTRY	SERIAL NO.	FILED	CLASS(ES)	STATUS/REMARKS	ASCI-
 Audience Science CORP.	US	Unfiled	Unfiled	35, 38, 39, 42	26 Jan 2011 Per client's email, hold off on filing	2-1054

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SCHEDULE 3

COPYRIGHT REGISTRATIONS AND APPLICATIONS

NONE.