

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM357081

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SHARETHIS, INC.		09/30/2015	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	WESTERN ALLIANCE BANK		
<b>Street Address:</b>	55 ALMADEN BLVD.		
<b>Internal Address:</b>	SUITE 100		
<b>City:</b>	SAN JOSE		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95113		
<b>Entity Type:</b>	CORPORATION: ARIZONA		
<b>PROPERTY NUMBERS Total: 21</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86733463		
<b>Serial Number:</b>	86733450		
<b>Serial Number:</b>	86733444	SHARETHIS	
<b>Serial Number:</b>	86733418	SHARETHIS	
<b>Registration Number:</b>	4777395	SHAREMAX	
<b>Registration Number:</b>	4625706	SNAPSETS	
<b>Registration Number:</b>	4606501	SNAPSETS	
<b>Registration Number:</b>	4602456	SNAPSETS	
<b>Registration Number:</b>	4475837	SHAREBLOCK	
<b>Registration Number:</b>	4471435	SQI	
<b>Registration Number:</b>	4437116	SOCIAL QUALITY INDEX	
<b>Registration Number:</b>	4243023	INTEREST SHIELD	
<b>Registration Number:</b>	4143216	SHARE	
<b>Registration Number:</b>	4311662	SMARTALERTS	
<b>Registration Number:</b>	4117712	APPDROP	
<b>Registration Number:</b>	3820183	SHAREBOX	
<b>Registration Number:</b>	3727419	GET THE BUTTON	
<b>Registration Number:</b>	3641766	SHARETHIS <	

CH \$540.00 86733463

Property Type	Number	Word Mark
Registration Number:	3641760	<
Registration Number:	3432313	SHARETHIS
Registration Number:	4363544	SHARENOW

**CORRESPONDENCE DATA**

**Fax Number:** 8585506420  
*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.*  
**Phone:** 858-550-6433  
**Email:** jmfitzpatrick@cooley.com  
**Correspondent Name:** JENNIFER FITZPATRICK  
**Address Line 1:** c/o COOLEY LLP  
**Address Line 2:** 4401 Eastgate Mall  
**Address Line 4:** SAN DIEGO, CALIFORNIA 92121

<b>ATTORNEY DOCKET NUMBER:</b>	305983-1147 SHARETHIS
<b>NAME OF SUBMITTER:</b>	JENNIFER FITZPATRICK
<b>SIGNATURE:</b>	/Jennifer Fitzpatrick/
<b>DATE SIGNED:</b>	10/01/2015

**Total Attachments: 12**  
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## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT, dated as of September 30, 2015 (the "Agreement") between WESTERN ALLIANCE BANK, an Arizona corporation ("Bank") and SHARETHIS, INC. ("Grantor") is made with reference to the Loan and Security Agreement, dated as of September 30, 2015 (as amended from time to time, the "Loan Agreement"), between Bank and Grantor. Terms defined in the Loan Agreement have the same meaning when used in this Agreement.

For good and valuable consideration, receipt of which is hereby acknowledged, Grantor hereby covenants and agrees as follows:

To secure the Obligations under the Loan Agreement, Grantor grants to Bank a security interest in all right, title, and interest of Grantor in any of the following, whether now existing or hereafter acquired or created in any and all of the following property (collectively, the "Intellectual Property Collateral"):

(a) 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 (collectively, the "Copyrights"), including the Copyrights described in Exhibit A;

(b) 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 Borrower connected with and symbolized by such trademarks (collectively, the "Trademarks"), including the Trademarks described in Exhibit B;

(c) patents, patent applications and like protections including without limitation improvements, divisions, continuations, renewals, reissues, extensions and continuations-in-part of the same (collectively, the "Patents"), including the Patents described in Exhibit C;

(d) mask work or similar rights available for the protection of semiconductor chips or other products (collectively, the "Mask Works");

(e) trade secrets, and any and all intellectual property rights in computer software and computer software products;

(f) design rights;

(g) claims for damages by way of past, present and future infringement 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;

(h) 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;

(i) amendments, renewals and extensions of any of the Copyrights, Trademarks, Patents, or Mask Works; and

(j) 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.

The rights and remedies of Bank with respect to the security interests granted hereunder are in addition to those set forth in the Loan Agreement, 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, 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 such rights, powers or remedies does not preclude the simultaneous or later exercise by Bank of any other rights, powers or remedies.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

**GRANTOR:**

SHARETHIS, INC.

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address for Notices:

Attn: Finance Department  
4005 Miranda Avenue, Suite 100  
Palo Alto, CA 94304  
Fax: (650) 618-1809

**BANK:**

WESTERN ALLIANCE BANK, an Arizona corporation

By: Michael Cedevus

Name: Michael Cedevus

Title: SVP


Address for Notices:

Attn: Note Department  
55 Almaden Boulevard, Suite 100  
San Jose, California 95113  
Tel: (408) 556-6501  
Fax: (408) 282-1681

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

**GRANTOR:**

SHARETHIS, INC.

By:   
Name: Kurt Abrahamson  
Title: CEO

Address for Notices:  
Attn: Finance Department  
4005 Miranda Avenue, Suite 100  
Palo Alto, CA 94304  
Fax: (650) 618-1809

**BANK:**

WESTERN ALLIANCE BANK, an Arizona corporation

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

Address for Notices:  
Attn: Note Department  
55 Almaden Boulevard, Suite 100  
San Jose, California 95113  
Tel: (408) 556-6501  
Fax: (408) 282-1681



EXHIBIT A

COPYRIGHTS

Please Check if No Copyrights Exist

<u>Type of Work:</u>	<u>Title:</u>	<u>International Standard Serial Number (ISSN):</u>	<u>Registration Number:</u>	<u>Filing Date:</u>	<u>Pre - registered?</u>

## EXHIBIT B

## TRADEMARKS

Please Check if No Trademarks Exist 

Mark	Serial Number	Reg. Number	WRS Code	Filing Date
ShareThis (Words & Design) (Argentina, CL. 09)	NA	2.333.297	TMPARG-00059-116	4/1/2008
ShareThis (Words & Design) (Argentina, CL. 42)	NA	2.391.556	TMPARG-00061-116	4/1/2008
ShareThis Logo Design (Argentina, CL. 09)	NA	2.298.702	TMPARG-00060-116	3/27/2008
ShareThis Logo Design (Argentina, CL. 42)	NA	2.298.703	TMPARG-00062-116	3/27/2008
SHARETHIS ( logo) Australia Cl. 09, 42	NA	1231945	TMPAU-00071-116	3/26/2008
SHARETHIS (stylized & logo) Australia Cl. 09, 42	NA	1232594	TMPAU-00058-116	3/31/2008
SHARETHIS ( logo) Cl. 09, 42	Application No. 1388909	TMA760891	TMPCA-00103-116	3/26/2008
SHARETHIS (stylized & logo) Cl. 09, 42	Application No. 1389225	TMA757960	TMPCA-00095-116	3/28/2008
SHARETHIS (stylized & logo) (Cl. 42)	NA	6632645	TMPPRC-00093-116	4/1/2008 (priority to 10/3/07)
SHARETHIS (stylized & logo) (Cl. 9)	NA	6622406	TMPPRC-00098-116	3/27/08 (priority to 9/27/08)
SHARETHIS (logo) (Cl. 09)	NA	6632644	TMPPRC-00104-116	4/1/2008 (priority to 10/3/07)
SHARETHIS (logo) (Cl. 42)	NA	6622407	TMPPRC-00101-116	3/26/2008 (priority to 9/27/07)
SHARETHIS Cl. 9, 35, 42	013030441	013030441	TMPCTM-00857-116	6/26/2014
SOCIAL QUALITY INDEX (Cl. 35)	010681666	010681666	TMPCTM-00203-116	2/28/2012 (priority date: 2/16/12 claimed to US application Ser.



				No. 85/544270)
SHARETHIS ( stylized & logo) Cl. 09, 38	006790687	006790687	TMPCTM-00090-116	3/31/2008
SHARETHIS (logo) Cl. 09, 38	006778881	006778881	TMPCTM-00099-116	3/25/2008
SQI (Class 35)	010681625	010681625	TMPCTM-00202-116	2/28/2012 (priority date: 2/16/12 claimed to US application Ser. No. 85/544295)
PUT SHARING TO WORK (word mark) Cl. 35	011028123	011028123	TMPCTM-00217-116	7/10/2012
SHARETHIS ( logo) Cl. 09, 42	NA	1669781	TMPIN-00096-116	3/27/2008
SHARETHIS (stylized & logo) Cl. 09, 42	NA	1671223	TMPIN-00089-116	4/1//2008
SHARETHIS ( logo) Cl. 09, 42	NA	5232570	TMPJP-00097-116	4/11/2008
SHARETHIS (stylized & logo) Cl. 09, 42	NA	5232571	TMPJP-00094-116	4/24/2008
SHARETHIS (logo) (Cl. 42)	923225	1071213	TMPMX-00102-116	3/27/2008
SHARETHIS (logo) (Cl. 09)	923224	1071212	TMPMX-00100-116	3/27/2008
SHARETHIS (stylized & logo) (Cl. 9)	924678	1079635	TMPMX-00091-116	4/3/2008
SHARETHIS (stylized & logo) (Cl. 42)	924679	1081466	TMPMX-00092-116	4/3/2008
SHAREBLOCK (word mark) Cl. 35	85716980	4475837	TMP-00293-116	8/30/2012
SHARENOW (word mark) Cl. 9 & 42	85659633	4363544	TMP-00247-116	6/22/2012
SOCIAL QUALITY INDEX (Cl. 35)	85544270	4437116	TMP-00178-116	2/16/2012
SQI (Class 35)	85544295	4471435	TMP-00179-116	2/16/2012
SHAREBOX (Cl 42)	77622474	3820183	TMP-00009-116	11/26/2008
Button Design/Logo	77290588	3641760	TMP-00006-116	9/27/2007
GET THE BUTTON	77621850	3727419	TMP-00008-116	11/25/2008
SHARE (word mark) Cl. 9	85005428	4143216	TMP-00245-116	4/2/2010
SHARE THIS (logo & words) Cl. 9 and Cl. 42	77295031	3641766	TMP-00005-116	10/3/2007
SHARETHIS (word mark)	77147275	3432313	TMP-00003-116	4/3/2007

Class 9, 42				
SMARTALERTS (word mark) Cl. 38	85532510	4311662	TMP-00531-116	2/2/2012
INTEREST SHIELD (word mark) Cl. 09	85383664	4243023	TMP-00532-116	7/28/2011
APPDROP (word mark) Cl. 38	85346737	4117712	TMP-00533-116	6/15/2011
SHAREMAX	85329126	4,777,395	TMP-00246-116	5/24/2011
ShareThis Button Logo/Design Classes 9, 38, 42	448791	45601	TMPUR-00517-116	
SHARETHIS (word) Classes 9, 38, 42	448790	45600	TMPUR-00518-116	
SHARETHIS (logo) (Cl. 09, 35, 38, 42)			TMPCH-00542-116	
SHARETHIS (logo) (Cl. 09)	829654500	NA	TMPBR-00070-116	3/27/2008
SHARETHIS (logo) (Cl. 42)	829654585	NA	TMPBR-00069-116	3/27/2008
SHARETHIS (stylized & logo) (Cl. 42)	829657908	NA	TMPBR-00067-116	4/2/2008
SHARETHIS (stylized & logo) (Cl. 9)	829657916	NA	TMPBR-00066-116	4/2/2008
SHARETHIS (word mark) Class 35	86733418	NA	TMP-01558-116	8/21/2015
SHARETHIS (word mark) Class 42	86733444	NA	TMP-01559-116	8/21/2015
Button Design/Logo Class 35	86733450	NA	TMP-01560-116	8/21/2015
Button Design/Logo Class 42	86733463	NA	TMP-01561-116	8/21/2015
SHARETHIS (word) Classes 35 and 42	014519698	NA	TMPCTM-01599-116	8/28/2015
SHARENOW (word mark) Cl. 42	011028511	NA	Closed	7/10/2012 (priority date 6/22/12 claimed to US Ser. No. 85659633)
SNAPSETS (word mark) Cl. 45	85927890	NA	TMP-00447-116	5/9/2013
SNAPSETS (word mark) Cl. 42	85927885	NA	TMP-00446-116	5/9/2013
SNAPSETS (word mark)	85927874	NA	TMP-00445-116	5/9/2013

CI. 38				
SNAPSETS (word mark) CI. 35	85927864	NA	TMP-00425-116	5/9/2013
SNAPSETS (word mark) CI. 09	85927840	NA	TMP-00424-116	5/9/2013
PUT SHARING TO WORK (word mark) CI. 35	85628754	NA	Closed	5/17/2012
CLICKS THAT CLICK (word mark)	76/647,817	NA	Closed	10/6/2005
FLOCKING (word mark)	76/650,424	NA	Closed	11/16/2005
Globe Design (nextumi)	76647930	NA	Closed	9/30/2005
NEXTUMI (words )	76647816	NA	Closed	9/30/2005
Nextumi Globe Design	76/647,930	NA	Closed	9/30/2005
ONE CLICK SHARING (word mark) CI. 42	77638937	NA	Closed	12/23/2008
ONE CLICK SHARING (word mark) CI. 9	77638926	NA	Closed	12/23/2008
DISCOVER WHAT MATTERS (word mark)	77621816	NA	Closed	11/25/2008
DISCOVER WHAT MATTERS (word mark) (CI. 42)	77621829	NA	Closed	11/25/2008
SHARING MADE SIMPLE (word mark) CI. 9	77638979	NA	Closed	12/23/2008
SHARING MADE EASY (CI. 42)	77/628,326	NA	Closed	12/8/2008
SHARING MADE EASY (CI. 9)	77628319	NA	Closed	12/8/2008
SHARING MADE SIMPLE (word mark) CI 42	77638983	NA	Closed	12/23/2008
NEXTUMI (plus design)	76618093	NA	Closed	10/28/2004
TRUE TO YOU (word mark)	76/647,775	NA	Closed	10/6/2005
X design	76/655,272	NA	Closed	2/16/2006
X Ball Design	76647930	NA	Closed	9/30/2005
X design	76655272	NA	Closed	2/16/2006
SOCIALIZE (word mark) (CI.42)	86078254	NA	Closed	9/30/2013
SOCIALIZE (word mark) (CI. 35, 42)	86078246	NA	Closed	9/30/2013
SOCIALIZE (word mark) (CI. 9)	86078221	NA	Closed	9/30/2013

SOCIALIZE (word mark) (Cl. 45)	86078268	NA	Closed	9/30/2013
SHARETHIS (word mark) (Cl. 9)	76110257	NA	Closed	8/16/2000

EXHIBIT C

PATENTS

Please Check if No Patents Exist

<u>Title:</u>	<u>Patent Number:</u>	<u>Application Serial Number:</u>	<u>Issued or Published?</u>	<u>Issue Date:</u>
METHOD AND SYSTEM FOR CONTEXTUAL ADVERTISING		14/581,895	Pending, Filed 12/24/2014	N/A
APPARATUS AND METHOD OF USER IDENTIFICATION ACROSS MULTIPLE DEVICES		14/573,957	Pending, Filed 12/17/14	N/A
METHOD AND SYSTEM FOR IDENTIFYING SETS OF SOCIAL LOOK-ALIKE USERS		13/845,512	Published	9/18/2014
METHOD AND SYSTEM FOR CATEGORIZING USERS BROWSING WEB CONTENT		13/709,421	Published	6/12/2014
CONSTRUCTION OF SOCIAL STRUCTURES		13/432,055	Published	10/3/2013
SOCIAL QUALITY OF CONTENT		13/547,812	Published	1/16/2014
METHOD AND SYSTEM FOR MEASURING SOCIAL INFLUENCE AND RECEPTIVITY OF USERS	9,015,128	13/687,692	Issued	4/4/2015
SYSTEM AND METHOD FOR FACILITATING NETWORK CONNECTIVITY BASED ON USER CHARACTERISTICS	8,095,408	11/664,710	Issued	1/10/2012
SYSTEM AND METHOD FOR FACILITATING NETWORK CONNECTIVITY BASED ON USER CHARACTERISTICS		13/346,646	Published	12/13/2012
METHOD FOR AUDIENCE PROFILING		13/661,905	Dropped	First published

AND AUDIENCE ANALYTICS				on 5/1/2014
METHOD AND SYSTEM FOR ONLINE CAMPAIGN OPTIMIZATION		13/647,638	Dropped	First filed on 11/9/2012; current status dropped.
TARGETED ADVERTISEMENT		12/930,477	Dropped	First filed on 1/7/2011
SYSTEMS AND METHODS FOR CONTENT SHARING		12/048,789	Published	9/17/2009