

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM362128

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HERCULES TECHNOLOGY II, L.P.		11/05/2015	LIMITED PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	Mobile Posse, Inc.		
Street Address:	1320 Old Chain Bridge Broad		
Internal Address:	Suite 240		
City:	McLean		
State/Country:	VIRGINIA		
Postal Code:	22101		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	77865164	MOBICRM	
Serial Number:	77785888	DAILY PERKS	
Serial Number:	77978692	MOBICRM	
Serial Number:	77795933	MOBILE POWERED BY POSSE	
Serial Number:	77071028	MOBIAD	
Serial Number:	77071024	MOBILE POSSE	
CORRESPONDENCE DATA			
Fax Number:	2027995000		
<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>			
Email:	hajra.nashin@dlapiper.com		
Correspondent Name:	Thomas E. Zutic		
Address Line 1:	500 8th street, NW		
Address Line 4:	Washington, D.C. 20004		
NAME OF SUBMITTER:	Thomas E. Zutic		
SIGNATURE:	/Thomas E. Zutic/		
DATE SIGNED:	11/12/2015		

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Total Attachments: 4

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RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST

THIS RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST (this "Release") is made as of November 5, 2015 ("Effective Date") by and between **MOBILE POSSE, INC.**, a Delaware corporation ("Grantor"), and **HERCULES TECHNOLOGY II, L.P.**, a Delaware limited partnership, (together with its successors and assigns in such capacity) ("Grantee").

WHEREAS, pursuant to the terms and conditions of that certain Intellectual Property Security Agreement by and between Grantor and Grantee, dated June 11, 2013, recorded at the U.S. Patent and Trademark Office (the "PTO") Reel 5063/Frame 0718 (the "Security Agreement"), Grantor granted to Grantee a continuing security interest in, to and under all of Grantor's intellectual property (collectively, the "Intellectual Property") including, but not limited to, the U.S. trademark registrations set forth on Schedule A attached hereto, together with the goodwill associated therewith (the "Security Interest").

WHEREAS, Grantor and Grantee desire to terminate the Security Agreement, release the Security Interest created therein, and assign any rights Grantee may have acquired in the Intellectual Property back to Grantor.

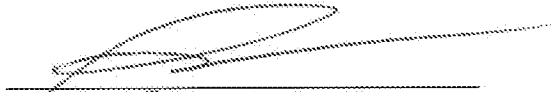
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantee hereby terminates the Security Agreement, and hereby terminates, cancels and releases any and all security interests it has against the Intellectual Property, including the Security Interest, and hereby assigns and transfers any and all interest Grantee may have in and to the Intellectual Property to Grantor.

Grantee represents and warrants that: (i) it has the full power and authority to execute this Release; (ii) it has not assigned, transferred, restricted or otherwise encumbered any security interest it has against the Intellectual Property; (iii) it has not recorded or otherwise evidenced its security interest with respect to any copyright, patent, or trademark, or registration of an application to register the foregoing, or any trade name or assumed name, other than those of the foregoing set forth on Schedule A (attached hereto), in any jurisdiction throughout the world;

Grantee shall at Grantor's expense, take all further actions, and provide to Grantor, its successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), reasonably requested by Grantor to more fully and effectively effectuate the purposes of this Release.

IN WITNESS WHEREOF, Grantee has caused this Release to be executed by its duly authorized representative as of the Effective Date.

HERCULES TECHNOLOGY II, L.P.



Name: Ben Boy

Title: Assistant General Counsel

STATE OF


COUNTY OF

On this ___ day of _____, there appeared before me _____, personally known to me, who acknowledged that he signed the foregoing Release as his voluntary act and deed on behalf and with full authority of _____.

Notary Public

EXHIBIT A

Trademarks

<u>Trademark</u>	<u>Serial No. / Filing Date</u>	<u>Int'l Class</u>	<u>Status</u>	<u>Reg. No. / Registration Date</u>
MOBICRM	77865164 11/04/2009	9: Software for use in providing customer relationship management (CRM) services via mobile devices	Registered	4372800 07/23/13
DAILY PERKS	77785888 07/21/2009	9: Software for use in providing advertising and electronic content via mobile devices 35: Advertising services, namely, advertising via mobile devices	Registered	4042546 10/18/2001
MOBICRM	77978692 11/04/2009	35: Providing customer relationship management (CRM) services by using mobile devices to communicate with customers regarding various matters	Registered	3906811 01/18/2001
MOBILE POWERED BY POSSE & Design 	77795933 08/03/2009	9: Software for use in providing advertising and electronic content via mobile devices 35: Advertising services, namely, advertising via mobile devices	Registered	3883874 11/30/2010
MOBIAD	77071028 12/24/2006	35: Advertising services, namely, advertising via mobile devices	Abandoned	3612929 04/28/2009
MOBILE POSSE	77071024 12/24/2006	9: Software for use in providing advertising and electronic content via mobile devices 35: Advertising services, namely, advertising via mobile devices	Registered	3606473 04/14/2009

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

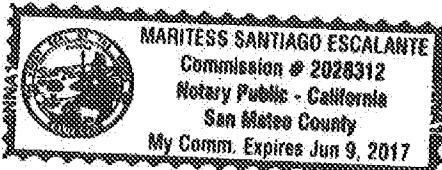
State of California

County of Santa Clara

On November 5, 2015 before me, Maritess Santiago Escalante, Notary Public

personally appeared Benjamin HYO Bang

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: [Handwritten Signature] Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Release of Inequal Property Security Interest

Document Date: November 5, 2015 Number of Pages: 3

Signer(s) Other Than Named Above:

Capacity(ies) Claimed by Signer(s)

- Signer's Name:
Corporate Officer -- Title(s):
Individual
Partner -- Limited General
Attorney in Fact
Trustee
Guardian or Conservator
Other:

Signer Is Representing:

TRADEMARK