

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM368270

<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		12/29/2015	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LocalResponse, Inc.		
<b>Street Address:</b>	37 W. 28th Street		
<b>Internal Address:</b>	5th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10001		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4073978	LOCALRESPONSE	
<b>Registration Number:</b>	3694719	WHAT'S GOING ON AROUND ME RIGHT NOW?	
<b>Registration Number:</b>	3578709	BUZZD	
<b>Registration Number:</b>	3578712	BUZZD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7349302494		
<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>	734-761-3780		
<b>Email:</b>	ipfilings@bodmanlaw.com		
<b>Correspondent Name:</b>	Susan M. Kornfield, Bodman PLC		
<b>Address Line 1:</b>	201 S. Division St., Suite 400		
<b>Address Line 4:</b>	Ann Arbor, MICHIGAN 48104		
<b>NAME OF SUBMITTER:</b>	Susan M. Kornfield		
<b>SIGNATURE:</b>	/susan m. kornfield/		
<b>DATE SIGNED:</b>	01/06/2016		
<b>Total Attachments: 2</b>			
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OP \$115.00 4073978



RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS RELEASE dated as of December 29, 2015 (this "Release") is made by Silicon Valley Bank, a California corporation (the "Secured Party"), under the Intellectual Property Security Agreement dated as of June 12, 2014 (as amended, restated or otherwise modified from time to time, the "Security Agreement") by and between the Secured Party and LocalResponse, Inc., a Delaware corporation (the "Debtor") and recorded in the records of the United States Patent and Trademark Office at Trademark Reel 5302, Frame 0030.

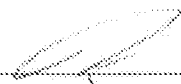
WHEREAS, pursuant to the Security Agreement, the Debtor granted to the Secured Party a security interest in the Debtor's trademarks, including but not limited to the trademarks listed on attached Schedule A (the "Trademarks").

WHEREAS, the Secured Party wishes to: (i) release and terminate all of its security interest covering the Trademarks; (ii) restore all right, title and interest in and to the Trademarks to Debtor; and (iii) terminate any and all liens and encumbrances respecting the Trademarks under the Security Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Secured Party does hereby release and terminate its security interest in the Trademarks, and discharges, quit claims and relinquishes unto the Debtor (in each case without recourse and without any representation or warranty) any and all right, title and interest it has in and to the Trademarks under the Security Agreement. Secured Party hereby agrees to duly execute, acknowledge, procure and deliver any further documents and to do such other acts, in each case at Debtor's expense, as may be reasonably necessary to effect the release of the security interest in the Trademarks contemplated hereby.

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

SILICON VALLEY BANK

By:   
Name: J. N. Kolan  
Title: VP

RELEASE OF SECURITY INTEREST IN TRADEMARKS

Schedule A

Mark	App. No.	Filing Date	Reg. No.	Reg. Date
LOCALRESPONSE	85/317078	5/10/11	4,073,978	12/20/11
WHAT'S GOING ON AROUND ME RIGHT NOW?	77/504556	6/20/08	3,694,719	10/13/09
BUZZD	77/350124	12/12/07	3,578,709	2/24/09
BUZZD (and Design)	77/350163	12/12/07	3,578,712	2/24/09