

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM375078

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LocalResponse, Inc. dba Qualia Media		12/29/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Comerica Bank		
Street Address:	39200 Six Mile Road		
Internal Address:	National Documentation Services, Mail Code 7578		
City:	Livonia		
State/Country:	MICHIGAN		
Postal Code:	48152		
Entity Type:	a Texas banking association: TEXAS		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	86369777	QUALIA	
Serial Number:	86360366	CONSUMERS DECLARE. WE DELIVER.	
Serial Number:	86347176	QUALIA	
Serial Number:	86598241	RETURN ON INTENT (ROI)	
Serial Number:	86351365	INTENT QUALITY	
Registration Number:	4073978	LOCALRESPONSE	
Registration Number:	3694719	WHAT'S GOING ON AROUND ME RIGHT NOW?	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	7349302488		
Email:	ipfilings@bodmanlaw.com		
Correspondent Name:	Susan M. Kornfield - Bodman PLC		
Address Line 1:	201 South Division, Suite 400		
Address Line 4:	Ann Arbor, MICHIGAN 48104		
NAME OF SUBMITTER:	Susan M. Kornfield		
SIGNATURE:	/Susan M. Kornfield/		

OP \$190.00 86369777

DATE SIGNED:	03/01/2016
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Total Attachments: 5

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement is entered into as of December 29, 2015 by and between COMERICA BANK ("Bank") and LOCALRESPONSE, INC. dba QUALIA MEDIA, a Delaware corporation ("Grantor").

RECITALS

A. Bank has agreed to make certain advances of money and to extend certain financial accommodations to BlueCava, Inc. ("BlueCava"), QBC Holdings, Inc. ("QBC" and collectively, with BlueCava, "Co-Borrowers") and Grantor (the "Loans") in the amounts and manner set forth in that certain Amended and Restated Loan and Security Agreement among Bank, Grantor, and Co-Borrowers dated of even date herewith (as the same may be amended, modified or supplemented from time to time, the "Loan Agreement"). Capitalized terms used herein are used as defined in the Loan Agreement.

B. Bank is willing to make the Loans to Grantor and Co-Borrowers, but only upon the condition, among others, that Grantor shall grant to Bank a security interest in certain Copyrights, Trademarks and Patents to secure the Obligations and prompt performance of Grantor's and Co-Borrowers' covenants and duties under the Loan Documents and all other agreements now existing or hereafter arising between Bank, and Grantor and the Co-Borrowers or any of them.

C. Pursuant to the terms of the Loan Agreement, Grantor has granted to Bank a security interest in all of Grantor's right, title and interest, whether presently existing or hereafter acquired, in, to and under all of the Collateral.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, as collateral security for the prompt and complete payment when due of the Obligations, Grantor hereby represents, warrants, covenants and agrees as follows:

AGREEMENT

To secure the Obligations, Grantor grants and pledges to Bank a security interest in all of Grantor's right, title and interest in, to and under its Intellectual Property Collateral (including without limitation those Copyrights, Patents and Trademarks listed on Exhibits A, B and C hereto), and including without limitation all proceeds thereof (such as, by way of example but not by way of limitation, license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, all rights corresponding thereto throughout the world and all re-issues, divisions continuations, renewals, extensions and continuations-in-part thereof.

This security interest is granted in conjunction with the security interest granted to Bank under the Loan Agreement. The rights and remedies of Bank with respect to the security interest granted hereby are in addition to those set forth in the Loan Agreement and the other Loan Documents, 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 any of the Loan Documents, 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 the rights, powers or remedies provided for in this Intellectual Property Security Agreement, the Loan Agreement or any of the other Loan Documents, or now or hereafter existing at law or in equity, shall not preclude the simultaneous or later exercise by any person, including Bank, of any or all other rights, powers or remedies.

Grantor represents and warrants that Exhibits A, B, and C attached hereto set forth any and all intellectual property rights in connection to which Grantor has registered or filed an application with either the United States Patent and Trademark Office or the United States Copyright Office, as applicable.

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IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

GRANTOR:

Address of Grantor:

37 West 28th St (5th fl)
New York, NY 10001

Attn: _____

LOCALRESPONSE, INC. dba QUALIA MEDIA

By: John Leake

Title: CEO

Address of Bank:

Comerica Bank
National Documentation Services
39200 Six Mile Rd.
Mail Code 7578
Livonia, MI 48152

BANK:

COMERICA BANK

By: Mark Bitt

Title: Senior Vice President

EXHIBIT A

Copyrights

None

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EXHIBIT B

Patents

Title	App. No.	Filing Date	Reg. No.	Date Granted
System and method of direct marketing based on explicit or implied association with location derived from social media content	13/600472	8/31/12	9,147,202	9/29/15

EXHIBIT C

Trademarks

Mark	App. No.	Filing Date	Reg. No.	Reg. Date
	86/369777	8/18/14	n/a	n/a
CONSUMERS DECLARE. WE DELIVER.	86/360366	8/7/14	n/a	n/a
QUALIA	86/347176	7/24/14	n/a	n/a
RETURN ON INTENT (ROI)	86/598241	4/15/15	n/a	n/a
INTENT QUALITY	86/351365	7/29/14	n/a	n/a
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

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