

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM386455

<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>
4INFO, INC.		06/01/2016	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HERITAGE BANK OF COMMERCE		
<b>Street Address:</b>	150 South Almaden Blvd.		
<b>City:</b>	San Jose		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95113		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4906024	BULLSEYE ID	
<b>Registration Number:</b>	4550579	ADHAVEN BULLSEYE	
<b>Registration Number:</b>	4428534	4INFO	
<b>Registration Number:</b>	4084594	ADHAVEN	
<b>Registration Number:</b>	3213390	44636	
<b>Registration Number:</b>	3213389	4INFO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6506440520		
<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>	6506483802		
<b>Email:</b>	PATTY@PATTYCHENG.COM		
<b>Correspondent Name:</b>	PATTY CHENG		
<b>Address Line 1:</b>	2625 Middlefield Rd., #215		
<b>Address Line 4:</b>	Palo Alto, CALIFORNIA 94306		
<b>NAME OF SUBMITTER:</b>	PATTY CHENG		
<b>SIGNATURE:</b>	/s/ Patty Cheng		
<b>DATE SIGNED:</b>	06/02/2016		
<b>Total Attachments: 5</b>			

OP \$165.00 4906024

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## INTELLECTUAL PROPERTY SECURITY AGREEMENT

**THIS INTELLECTUAL PROPERTY SECURITY AGREEMENT** is entered into as of June 1, 2016 by and between **4INFO, INC.**, a Delaware corporation ("**Grantor**") and **HERITAGE BANK OF COMMERCE**, a California corporation ("**Bank**").

### RECITALS

Bank has agreed to make certain advances of money and to extend certain financial accommodations to Grantor in the amounts and manner set forth in that certain Loan and Security Agreement by and between Bank and Grantor (as amended from time to time, the "**Loan Agreement**") dated of even date herewith. Capitalized terms used herein have the meaning assigned in the Loan Agreement. Bank is willing to make the financial accommodations to Grantor, but only upon the condition, among others, that Grantor grants to Bank a security interest in all of Grantor's right title, and interest in, to and under all of the Collateral whether presently existing or hereafter acquired.

**NOW, THEREFORE**, Grantor agrees as follows:

### AGREEMENT

To secure performance of Grantor's obligations under the Loan Agreement, Grantor grants to Bank a security interest in all of Grantor's right, title and interest in Grantor's intellectual property (including without limitation those Copyrights, Patents and Trademarks listed on Exhibits A, B and C hereto), 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). This security interest is granted in conjunction with the security interest granted to Bank under the Loan Agreement. Each right, power and remedy of Bank provided for herein or in the Loan Agreement shall not preclude the simultaneous or later exercise by Bank of any or all other rights, powers or remedies.

This Agreement may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute the same instrument. In the event that any signature to this Agreement is delivered by facsimile transmission or by e-mail delivery of a ".pdf" format data file, such signature shall create a valid and binding obligation of the party executing (or on whose behalf such signature is executed) with the same force and effect as if such facsimile or ".pdf" signature page were an original thereof.

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

Address of Grantor:

155 Bovet Road, Suite 200  
San Mateo, California 94402  
Attn: Tim Jenkins - President and CEO  
Ed Koenig - SVP - Finance & HR

4INFO, INC.

By: 

Print Name: ED KOENIG

Title: SVP - FINANCE + HR

Address of Bank:

150 South Almaden Blvd.  
San Jose, California 95113  
FAX: (408)947-6910  
Attn: Jeffrey Javier

HERITAGE BANK OF COMMERCE

By: 

Print Name: JEFFREY JAVIER

Title: SVP

**EXHIBIT A**

**Copyrights**

Please Check Box if No Copyrights Exist ☒

<b>Title</b>	<b>Registration Number</b>	<b>Registration Date</b>
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**EXHIBIT B****Patents**Please Check Box if No Patents Exist ☐

<b>Title</b>	<b>Serial/ Patent Number</b>	<b>Application/ Issue Date</b>
Systems and methods for statistically associating mobile devices to households	8,996,033	03/31/15
Systems and methods for statistically associating mobile devices to households	8,880,097	11/04/14
Intelligent mobile search client	11/458672	7/19/06
Prioritization of search responses system and method	11/345628	1/31/06
Short query-based system and method for content searching	11/345610	1/31/06
Automated transfer of data from PC clients	11/345627	1/31/06
Systems and methods for statistically associating mobile devices to households	8,792,909	7/29/14

**EXHIBIT C**

**Trademarks**

Please Check Box if No Trademarks Exist ☐

<u>Description</u>	<u>Serial / Registration Number</u>	<u>Application /Registration Date</u>
BULLSEYE ID	4906024	February 23, 2016
ADHAVEN BULLSEYE	4550579	June 17, 2014
4INFO	4428534	November 5, 2013
mHaven	85055010*	June 4, 2010
adHaven	4084594	January 10, 2012
msgHaven	85054122*	June 3, 2010
BE IN THE KNOW, WHILE ON THE GO	3215875*	March 6, 2007
44636	3213390	February 27, 2007
4INFO	3213389	February 27, 2007
ANSWERS NOT LINKS	3534711*	November 18, 2008

\* Indicates dead, abandoned, or cancelled trademarks