

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM387286

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Comerica Bank		06/09/2016	Banking Association: TEXAS
RECEIVING PARTY DATA			
Name:	Collective, Inc.		
Street Address:	229 W. 43rd St., 8th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Serial Number:	86643777	COLLECTIVE DESK	
Serial Number:	86615466	VISTO	
Serial Number:	85908591	ADVERTISING SHOULD BE A DEVICEFUL EXPERI	
Serial Number:	85908581	LIFE IS BUT A SCREEN	
Serial Number:	85777568	ALLFRONT	
Serial Number:	85777567	WHEREVERTISING	
Serial Number:	85777565	CAUSAL ATTRIBUTION	
Serial Number:	85777563	TV ACCELERATOR	
Serial Number:	85002121	THE AUDIENCE ENGINE	
Serial Number:	77853028	C COLLECTIVE THE AUDIENCE ENGINE	
Serial Number:	77581830	PERSONIFI	
Serial Number:	77545695	COLLECTIVE VIDEO	
Serial Number:	77458389	DIRECTIVE NETWORK	
Serial Number:	77442069	AMP	
Serial Number:	77415883	COLLECTIVE NETWORK	
CORRESPONDENCE DATA			
Fax Number:	2027287045		
<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>			

CH \$390.00 86643777

Phone: 2027287045
Email: chowell@cooley.com
Correspondent Name: Cathy Howell, Senior Paralegal
Address Line 1: 1299 Pennsylvania Ave., N.W.; Suite 700
Address Line 4: Washington, D.C. 20004

NAME OF SUBMITTER: Catherine R. Howell, Senior Paralegal

SIGNATURE: /Catherine R. Howell/

DATE SIGNED: 06/09/2016

Total Attachments: 2

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RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Release of Intellectual Property Security Agreement (the "Release") is made as of the 9th day of June, 2016 ("Effective Date") by and between Comerica Bank, with its principal office at 39200 Six Mile Road, M/C 7578, Livonia, Michigan 48152 ("Assignor"), and Collective, Inc., a Delaware corporation, with its principal office at 229 W. 43rd Street, 8th Floor, New York, New York 10036 ("Assignee").

WHEREAS, pursuant to the terms and conditions of that certain Intellectual Property Security Agreement by and between Assignor and Assignee dated as of October 19, 2015 (the "Intellectual Property Security Agreement"), Assignee granted to Assignor a continuing security interest in and to all of Assignee's right, title and interest in the Intellectual Property owned by Assignee (the "Intellectual Property"), including, without limitation, the Intellectual Property set forth on Schedule A attached hereto;

WHEREAS, the Intellectual Property Security Agreement was recorded with the United States Patent and Trademark Office ("PTO") as to the U.S. patents listed on Schedule A on October 27, 2015 at Reel 036896, Frame 0965;

WHEREAS, the Intellectual Property Security Agreement was recorded with the United States Patent and Trademark Office ("PTO") as to U.S. trademark applications and registrations listed on Schedule A on October 27, 2015 at Reel: 5653 Frame 0615;

WHEREAS, Assignee has paid all of its outstanding indebtedness to Assignor.

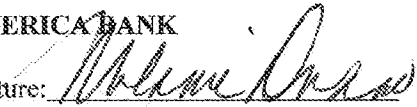
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby terminates the Intellectual Property Security Agreement, and hereby terminates, cancels releases and reassigns to the Assignee any and all liens, security interests, right, title and interest in the Intellectual Property more fully described on Exhibit A, without recourse or representation or warranty, express or implied; and

Assignor represents and warrants that: (i) it has the full power and authority to execute this Release; and (ii) it has not assigned, transferred, restricted or otherwise encumbered any security interest it has against the Intellectual Property.

Assignor shall take all further actions, and provide to Assignee, Assignee's 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), requested by Assignee to more fully and effectively effectuate the purposes of this Release.

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

COMERICA BANK

Signature: 

Name: MELANIE DONOVAN

Title: FIRST VICE PRESIDENT

SCHEDULE A

U.S. Patents

Patent No. / Publication No.	Issue Date / Publication Date	Application No.	Title
9,262,509	02-16-2016	12/616,505	Method and system for semantic distance measurement
8,990,337	03-24-2015	12/795,524	Tracking advertising abandonment rates
8,949,890	02-03-2015	13/441,457	System and method for targeting advertisements
8,762,382	06-24-2014	12/462,908	Method and system for classifying text
8,326,688	12-04-2012	12/694,536	Method and system for behavioral classification
2013/0066724	03-14-2013	13/535,985	System and method for targeting advertisements
2012/0089912	04-12-2012	13/267,781	Prestreams
2011/0119125	05-19-2011	12/948,508	Method and system for one tag trafficking in display advertising to achieve personalized ad experiences at scale
2011/0029393	02-03-2011	12/832,520	Method and system for tracking interaction and view information for online advertising
2010/0313129	12-09-2010	12/796,534	Self-expanding AD unit
2010/0313116	12-09-2010	12/794,566	Microsite delivery

U.S. TRADEMARKS

Mark	Ser. No.	App. Date
COLLECTIVE DESK	86643777	28-May-15
VISTO	86615466	30-Apr-15
ADVERTISING SHOULD BE A DEVICEFUL EXPERIENCE	85908591	18-Apr-13
LIFE IS BUT A SCREEN	85908581	18-Apr-13
ALLFRONT	85777568	12-Nov-12
WHEREVERTISING	85777567	12-Nov-12
CASUAL ATTRIBUTION	85777565	12-Nov-12
TV ACCELERATOR	85777563	12-Nov-12
THE AUDIENCE ENGINE	85002121	30-Mar-10
C COLLECTIVE THE AUDIENCE ENGINE	77853028	20-Oct-09
PERSONIFI	77581830	30-Sep-08
COLLECTIVE VIDEO	77545695	13-Aug-08
DIRECTIVE NETWORK	77458389	25-Apr-08
AMP	77442069	7-Apr-08
COLLECTIVE NETWORK	77415883	7-Mar-08

U.S. Copyright

<u>Description</u>	<u>Registration Number</u>	<u>Registration Date</u>
AMP 3.0 Software*	TX0007209438	March 4, 2010

*Title held in name of "Collective Media, Inc."