

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM393537

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gold Hill Capital 2008, L.P.		07/26/2016	Limited Partnership: DELAWARE
RECEIVING PARTY DATA			
Name:	Cardlytics, Inc.		
Street Address:	675 Ponce de Leon Avenue, NE		
Internal Address:	Suite 6000		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30308		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	4735118	CARDLYTICS INSIGHT	
Registration Number:	4788388	CARDLYTICS	
Registration Number:	4735307	CARDLYTICS CONNECT	
Registration Number:	4735092	CARDLYTICS LIFT	
Registration Number:	4656219	CARDLYTICS	
Registration Number:	4656212	REACH EVERY ONE	
Registration Number:	3712885	CARDLYTICS	
Serial Number:	86309206	CARDLYTICS	
Serial Number:	86309178	CARDLYTICS	
CORRESPONDENCE DATA			
Fax Number:	6179372400		
<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:	6179372418		
Email:	aanderson@cooley.com		
Correspondent Name:	Anna Anderson c/o Cooley LLP		
Address Line 1:	1299 Pennsylvania Ave, NW		
Address Line 2:	Suite 700		

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Address Line 4: Washington, D.C. 20004	
NAME OF SUBMITTER:	Anna Anderson
SIGNATURE:	/Anna Anderson/
DATE SIGNED:	08/02/2016
Total Attachments: 3 source=Columbia Partners - Cardlytics (Trademark Termination)#page1.tif source=Columbia Partners - Cardlytics (Trademark Termination)#page2.tif source=Columbia Partners - Cardlytics (Trademark Termination)#page3.tif	

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant/Applicant: CARDLYTICS, INC.

Trademarks: SEE ATTACHED EXHIBIT A

TERMINATION OF TRADEMARK SECURITY INTEREST

July 26, 2016

WHEREAS, CARDLYTICS, INC., a Delaware corporation, which has its principal offices at 675 Ponce de Leon Ave NE, Suite 6000, Atlanta, GA 30308 (the "*Company*"), owns or previously owned the trademarks listed on the attached **Exhibit A**, now registered or in the process of registration in the United States Patent and Trademark Office; and

WHEREAS, the Company entered into that certain Amended and Restated Intellectual Property Security Agreement, dated as of September 21, 2012, as amended by that certain First Amendment to Amended and Restated Intellectual Property Security Agreement, dated as of May 29, 2015 (as amended, the "*Security Agreement*"), by the Company in favor of Gold Hill Capital 2008, L.P. ("*Gold Hill*") and Silicon Valley Bank ("*SVB*"), as the secured parties (collectively, the "*Secured Parties*"), a true and correct copy of which was recorded by the United States Patent and Trademark Office on June 1, 2015 at Reel 5527, Frame 0402; Reel 5527, Frame 0171.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Gold Hill hereby:

1. releases and reassigns to the Company any and all liens, security interests, right, title and interest of Gold Hill pursuant to the Security Agreement in the trademarks and trademark applications more fully described on **Exhibit A**, without recourse or representation or warranty, express or implied; and
2. authorizes and requests the Commissioner of Patents and Trademarks of the United States of America to note and record the existence of the release hereby given.

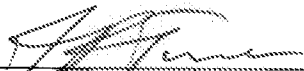
[Signature Page Follows]

IN WITNESS WHEREOF, Gold Hill has caused this Termination of Trademark Security Interest to be executed by its duly authorized officer effective as of the date above first written.

SECURED PARTY:

GOLD HILL CAPITAL 2008, L.P.

By: Gold Hill Capital 2008, LLC, General Partner

By: 
Name: J. Frank Turner
Title: Partner

Address:

EXHIBIT A

Description	Serial Number	Registration Number
CARDLYTICS INSIGHT		4,735,118 (05/12/2015)
CARDLYTICS (& design)	86/309,206 (06/13/2014)	
CARDLYTICS (& design)	86/309,178 (06/13/2014)	
CARDLYTICS		4,788,388 (08/11/2015)
CARDLYTICS CONNECT		4,735,307 (05/12/2015)
CARDLYTICS LIFT		4,735,092 (05/12/2015)
CARDLYTICS		4,656,219 (12/16/2014)
REACH EVERY ONE		4,656,212 (12/16/2014)
CARDLYTICS		3,712,885 (11/17/2009)