

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM396293

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ZILLIANT INCORPORATED		06/16/2014	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Pacific Western Bank (as successor in interest by merger to Square 1 Bank)		
Street Address:	406 BLACKWELL STREET		
Internal Address:	SUITE 240		
City:	DURHAM		
State/Country:	NORTH CAROLINA		
Postal Code:	27701		
Entity Type:	STATE CHARTERED BANK: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	86860410	MARGINMAX RAMP	
Serial Number:	86960072	GROW SMARTER	
Serial Number:	86726739	MARGINMAX PRICE CONNECT	
Serial Number:	86726718	SALESMAX	
CORRESPONDENCE DATA			
Fax Number:	9193541278		
<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:	9193143114		
Email:	diligencereview@square1bank.com		
Correspondent Name:	PACIFIC WESTERN BANK		
Address Line 1:	406 BLACKWELL STREET		
Address Line 2:	SUITE 240		
Address Line 4:	DURHAM, NORTH CAROLINA 27701		
NAME OF SUBMITTER:	NICHOLAS NANCE		
SIGNATURE:	/NICHOLASNANCE-JLT/		
DATE SIGNED:	08/25/2016		
Total Attachments: 6			

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

THIS INTELLECTUAL PROPERTY SECURITY AGREEMENT is entered into as of June 16, 2014 by and between **SQUARE 1 BANK** ("**Bank**") and **ZILLIANT INCORPORATED**, a Delaware corporation ("**Grantor**").

RECITALS

A. Bank has agreed to make certain advances of money and to extend certain financial accommodations to Grantor (the "Loans") in the amounts and manner set forth in that certain Loan and Security Agreement by and between Bank and Grantor dated on or about the date hereof (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 extend and to continue to extend financial accommodations to Grantor, 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 of Grantor under the Loan Agreement.

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 its obligations under the Loan Agreement and all other agreements now existing or hereafter arising between Grantor and Bank, Grantor hereby represents, warrants, covenants and agrees as follows:

AGREEMENT

To secure its Obligations to Bank, 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 (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 as of the date hereof and as of any date that updates to Exhibits A, B and C are made in accordance with the Loan Agreement 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.

Bank agrees to release its security interest in the Intellectual Property upon payment in full of all outstanding Obligations (other than inchoate indemnity obligations) owed Bank under the Loan Agreement and termination of Bank's obligation to make Credit Extensions thereunder.

SIGNATURE PAGE FOLLOWS

IN WITNESS WHEREOF, each party has caused this Intellectual Property Security Agreement to be duly executed by an officer thereunto duly authorized as of the first date written above.

GRANTOR:

Address of Grantor:

ZILLIANT INCORPORATED

720 Brazos Street, Suite 600
Austin, TX 78701

By: [Signature]
Name: Gregory A. Peter
Title: CEO

BANK:

Address of Bank:

SQUARE 1 BANK

406 Blackwell Street, Suite 240
Durham, NC 27701
Attn: Loan Documentation Department

By: [Signature]
Name: Mark Simmeson
Title: AVP

[Signature Page to Intellectual Property Security Agreement]

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Zilliant Inc. copyright © 2013



EXHIBIT A
COPYRIGHTS

Description	Registration Number	Registration Date
NONE		

EXHIBIT B**PATENTS**

Description	Registration OR Serial Number	Registration OR Filing Date
Method And System For Generating Pricing Recommendations	8374906	2-12-2013
Method And System For Estimating Demand Model Parameters When Losses Are Unobserved	12276033	11-21-2008
System And Method For Identifying And Presenting Business-To-Business Sales Opportunities	13626786	9-25-2012
System And Method For Identifying And Presenting Business-To-Business Sales Opportunities	13654683	10-18-2012
System And Method For Efficiently Estimating A Reliable Price Elasticity Of Demand Using The Joint Demand Model	13766552	2-13-2013
System And Method For Identifying And Presenting Business-To-Business Sales Opportunities	13765438	2-12-2013
System And Method For Efficiently Estimating A Reliable Price Elasticity Of Demand Using The Joint Demand Model	13523263	6-14-2012
System And Method For Identifying Optimal Allocations Of Production Resources To Maximize Overall Expected Profit	14473264	8-29-2014

EXHIBIT C
TRADEMARKS

Description	Registration/ Application Number	Registration/ Application Date
MARGINMAX	4457551	10-15-2013
SALESMAX	4453460	12-24-2013
ZILLIANT	4439666	11-26-2013
MONEY MAP*	85758950	10-19-2012
ZILLIANT	2556464	4-2-2002
SALESMAX MONEY MAP*	86266292	4-29-2014
GROW SMARTER	86500196	1-10-2015
MARGINMAX RAMP	86860410	12-29-2015
GROW SMARTER	86960072	3-31-2016
MARGINMAX PRICE CONNECT	86726739	4-5-2016
SALESMAX	86726718	8/17/2015

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