

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM398610

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
140 Proof, Inc.		09/01/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Silicon Valley Bank		
Street Address:	3003 Tasman Drive		
Internal Address:	HG 150		
City:	Santa Clara		
State/Country:	CALIFORNIA		
Postal Code:	95054		
Entity Type:	Chartered Bank: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3837433	140 PROOF	
CORRESPONDENCE DATA			
Fax Number:	2165925009		
<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:	216-592-5000		
Email:	trademarks@tuckerellis.com		
Correspondent Name:	Tucker Ellis LLP		
Address Line 1:	950 Main Avenue		
Address Line 2:	Suite 1100		
Address Line 4:	Cleveland, OHIO 44113		
NAME OF SUBMITTER:	Patrick F. Clunk		
SIGNATURE:	/PATRICK F. CLUNK/		
DATE SIGNED:	09/15/2016		
Total Attachments: 3			
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CONFIRMATION OF GRANT OF SECURITY INTEREST

This will confirm that, pursuant to a Joinder and First Loan Modification Agreement, dated as of September 1, 2016 (as amended, restated or supplemented from time to time, the “**Agreement**”) between, inter alios, 140 Proof, Inc., a Delaware corporation (hereinafter referred to as “**140 Proof**”), whose full post office address is 181 Bay Street, Suite 320, Toronto, Ontario, Canada M5J 2T3 and Silicon Valley Bank (hereinafter referred to as “**SVB**”), a California-chartered bank, with its principal place of business at 3003 Tasman Drive, HG 150, Santa Clara, California 95054 and with a loan production office located at 8020 Towers Crescent Drive, Suite 475, Vienna, VA 22182, and for good and valuable consideration, the receipt and sufficiency of which are hereby confirmed and acknowledged, 140 Proof confirms that it has granted to SVB, a security interest, lien and charge in all of 140 Proof’s right, title and interest in and to the intellectual property listed in the Schedule attached hereto, including, without limitation, copyrights registrations, trademark applications and registrations, patent applications and the issued patents and any and all divisions, reissues and re-examinations therefrom, the same to be held and enjoyed by SVB, strictly subject to the terms of the Agreement.

This Confirmation shall be governed by and construed in accordance with the laws of the state of New York and the federal laws of the United States of America applicable therein.

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EXECUTED at Toronto, Ontario this 1st day of September, 2016.

140 PROOF, INC.

By: 

Name: Tal Hayek
Title: Chief Executive Officer

I have authority to bind the Corporation

SCHEDULE OF INTELLECTUAL PROPERTY

Registered Trademarks:

	Trade Mark	Serial #	Registration #
1	140 PROOF	77/914290	3837433

Issued Patents:

	Application #	Patent #	Title
2	13113905	8751305	Targeting users based on persona data

Pending Patent Applications:

	Application No.	Publication No.	Title
3	14860390	20160012481	Optimizing targeted advertisement distribution
4	14203223	20140195335	Method and system for dynamic advertising based on user actions
5	14253070	20140229290	Targeting users based on persona data
6	14196683	20140188627	Method and system for creating user based summaries for content distribution
7	15096914	20160239878	Scaling persona targeted advertisements
8	14187966	20140172567	Scaling persona targeted advertisements
9	13113899	20110288935	Optimizing targeted advertisement distribution
10	13113893	20110288937	Scaling persona targeted advertisements
11	15212415		At-Anywhere
12	15184485		Dynamic ads
13	15160153		Keyboard Summaries
14	15096914	20160239878	Slider

Copyrights:

Nil.

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