

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM400294

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SellPoints Inc.		09/29/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Partners for Growth IV, L.P.		
Street Address:	150 Pacific Avenue		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94111		
Entity Type:	Limited Partnership: DELAWARE		
Name:	Montage Capital II, L.P.		
Street Address:	900 East Hamilton Avenue, Suite 100		
City:	Campbell		
State/Country:	CALIFORNIA		
Postal Code:	95008		
Entity Type:	Limited Partnership: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3472936	SELLPOINT	
Registration Number:	4332000	REELQUALIFIED	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	(650) 648-3802		
Email:	patty@pattycheng.com		
Correspondent Name:	Patty Cheng		
Address Line 1:	2625 MIDDLEFIELD ROAD, SUITE 215		
Address Line 4:	PALO ALTO, CALIFORNIA 94306		
NAME OF SUBMITTER:	Patty Cheng		
SIGNATURE:	/s/ Patty Cheng		

OP \$65.00 3472936

DATE SIGNED:

09/29/2016

Total Attachments: 7

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement is entered into as of September 29, 2016 by and between SellPoints Inc., a Delaware corporation ("Borrower"), Partners for Growth IV, L.P., a Delaware limited partnership ("PFG"), and Montage Capital II, L.P., a Delaware limited partnership ("Montage" and together with PFG, the "Lenders").

RECITALS

Lenders have agreed to make certain advances of money and to extend certain financial accommodations to Borrower under that certain Loan and Security Agreement by and between Lenders and Borrower dated of even date herewith (as amended from time to time, the "Loan Agreement"). Capitalized terms used herein are used as defined in the Loan Agreement. Pursuant to the terms of the Loan Agreement, Borrower has granted to Lenders a security interest in its personal property.

NOW, THEREFORE, Borrower agrees as follows:

AGREEMENT

To secure its obligations under the Loan Agreement and under any other agreement now existing or hereafter arising between Borrower and Lenders, Borrower grants to Lenders a security interest in all of Borrower's right, title and interest in, its intellectual property (including without limitation those copyrights, patents and trademarks listed on Schedules A, B and C hereto) and 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. Borrower represents and warrants that Schedules A, B, and C attached hereto set forth any and all intellectual property rights in connection to which Borrower has registered or filed an application with either the United States Patent and Trademark Office or the United States Copyright Office, as applicable.

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 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 hereof.

[SIGNATURE PAGE FOLLOWS]


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

Address of Borrower:

1198 65th St., #250
Emeryville, CA 94608
Attn: Brian O'Keefe, CEO

BORROWER:

SellPoints Inc.

By: 
Name: Brian O'Keefe
Title: CEO

Address of Montage:

900 East Hamilton Avenue, Suite 100
Campbell, CA 95008
Attn: Mike Rose

LENDERS:

Montage Capital II, L.P.

By: _____
Name: _____
Title: _____

Address for PFG:

150 Pacific Avenue
San Francisco, CA 94111
Attn: Chief Financial Officer

Partners for Growth IV, L.P.

By: _____
Name: _____
Title: _____

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BORROWER:

Address of Borrower:

1198 65th St., #250
Emeryville, CA 94608
Attn: Brian O'Keefe, CEO

SellPoints Inc.

By: _____

Name: _____

Title: _____

LENDERS:

Address of Montage:

900 East Hamilton Avenue, Suite 100
Campbell, CA 95008
Attn: Mike Rose

Montage Capital II, L.P.

By: Michael J. Rose

Name: MICHAEL J. ROSE

Title: MANAGING DIRECTOR

Partners for Growth IV, L.P.

Address for PFG:

150 Pacific Avenue
San Francisco, CA 94111
Attn: Chief Financial Officer

By: _____

Name: _____

Title: _____

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1198 65th St., #250
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Attn: Brian O'Keefe, CEO

BORROWER:

SellPoints Inc.

By: _____

Name: _____

Title: _____

Address of Montage:

900 East Hamilton Avenue, Suite 100
Campbell, CA 95008
Attn: Mike Rose

LENDERS:

Montage Capital II, L.P.

By: _____

Name: _____

Title: _____

Address for PFG:

150 Pacific Avenue
San Francisco, CA 94111
Attn: Chief Financial Officer

Partners for Growth IV, L.P.

By:  _____

Name: Andrew Kahn

Title: Manager

TRADEMARK

REEL: 005887 FRAME: 0669

