

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM400829

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LBC CREDIT PARTNERS III, L.P.		09/06/2016	Limited Partnership: DELAWARE
RECEIVING PARTY DATA			
Name:	CONNEXITY, INC.		
Street Address:	12200 WEST OLYMPIC BOULEVARD, SUITES 300		
City:	LOS ANGELES		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	Corporation: CALIFORNIA		
Name:	BECOME, INC.		
Street Address:	12200 WEST OLYMPIC BOULEVARD, SUITES 300		
City:	LOS ANGELES		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3094227	SEARCH INTELLIGENCE	
Registration Number:	2882957	HITWISE	
CORRESPONDENCE DATA			
Fax Number:	6508385109		
<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:	650-838-3743		
Email:	JLIK@SHEARMAN.COM		
Correspondent Name:	BENJAMIN PETERSEN		
Address Line 1:	1460 EL CAMINO REAL, 2ND FLOOR		
Address Line 2:	SHEARMAN & STERLING LLP		
Address Line 4:	MENLO PARK, CALIFORNIA 94025		
NAME OF SUBMITTER:	BENJAMIN PETERSEN		

CH \$65.00 3094227

SIGNATURE:	/BENJAMIN PETERSEN/
DATE SIGNED:	10/04/2016
Total Attachments: 4 source=0 - Trademark Release - 5690 0313 (Connexity)#page1.tif source=0 - Trademark Release - 5690 0313 (Connexity)#page2.tif source=0 - Trademark Release - 5690 0313 (Connexity)#page3.tif source=0 - Trademark Release - 5690 0313 (Connexity)#page4.tif	

RELEASE OF SECURITY INTEREST IN TRADEMARKS

This RELEASE OF SECURITY INTEREST IN TRADEMARKS (this "Release") is made as of this 6th day of September, 2016, by LBC CREDIT PARTNERS III, L.P., as agent ("Agent"), in favor of CONNEXITY, INC., a California corporation and BECOME, INC., a Delaware corporation (together with Connexity, Inc., "Grantors" and each a "Grantor").

W I T N E S S E T H

WHEREAS, pursuant to that certain Loan and Security Agreement dated as of the date hereof (as amended, restated, supplemented or otherwise modified from time to time, the "Loan Agreement"), among Grantors, the other persons party thereto as Loan Parties, the lenders parties thereto (the "Lenders") and Agent, as administrative agent for the Lenders, the Lenders agreed to make Loans to, and incur obligations with respect to the issuance of Letters of Credit for the benefit of, Grantors;

WHEREAS, in order to induce Agent and the Lenders to enter into the Loan Agreement and other Loan Documents and to induce the Lenders to make the Revolver Loans and to incur obligations with respect to the issuance of Letters of Credit as provided for in the Loan Agreement, each Grantor executed and delivered to Agent and its Affiliates, that certain Trademark Security Agreement data as of February 13, 2015 (as amended, restated, supplemented or otherwise modified from time to time, the "Trademark Security Agreement"), whereby each Grantor granted to Agent a security interest in such Grantor's right, title and interest in, to and under certain intellectual property of such Grantor;

WHEREAS, the Trademark Security Agreement was recorded with the United States Patent and Trademark Office on December 16, 2015 at Reel 5690 and Frame 0313;

WHEREAS, Agent, Grantors and other parties entered into that certain Payoff Letter dated as of August 31, 2016 (the "Payoff Letter"); and

WHEREAS, in accordance with the Trademark Security Agreement and the Payoff Letter, Agent now desires to release its security interest in and to the Trademark Collateral.

NOW, THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, Agent agrees as follows:

1. DEFINED TERMS. All capitalized terms used but not defined herein have the meanings given to them in the Trademark Security Agreement or the Loan Agreement.

2. RELEASE OF LIENS AND SECURITY INTERESTS IN TRADEMARK COLLATERAL. Subject to the terms and conditions of the Payoff Letter, Agent hereby releases its liens on and security interests in the Trademark Collateral, including without limitation those trademarks listed on Schedule A attached hereto and made a part hereof, which liens and security interests were established under and pursuant to the Trademark Security Agreement.


3. RECORDATION. Agent authorizes and requests that the Commissioner for Trademarks and any other applicable government officer record this Release.

4. GOVERNING LAW. The validity of this Release, the construction, interpretation and enforcement hereof, and the rights of the parties hereto with respect to all matters arising hereunder or related hereto shall be determined under, governed by and construed in accordance with the laws of the State of New York without regard to conflicts of law principles that would require the application of the laws of another jurisdiction.

[Signature Page Follows]

IN WITNESS WHEREOF, Agent has caused this Release to be duly executed by its
duly authorized officer as of the day and year first above written.

LBC CREDIT PARTNERS III, L.P., as Agent

By: 
Name: David E. Fraimow
Title: Vice President

SCHEDULE A

Owner of Record	Mark	Serial No. / Date	Reg. No. / Date
Connexity, Inc.	HITWISE	2882957	2882957 9/07/2004
Connexity, Inc.	SEARCH INTELLIGENCE	78474037	3094227 5/16/06