

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM408203

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SILICON VALLEY BANK		12/06/2016	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	RADIATE MEDIA HOLDING COMPANY		
Street Address:	90 SOUTH 400 WEST		
Internal Address:	3RD FLOOR		
City:	SALT LAKE CITY		
State/Country:	UTAH		
Postal Code:	84101		
Entity Type:	Corporation: DELAWARE		
Name:	RADIATE MEDIA, LLC		
Street Address:	90 SOUTH 400 WEST		
Internal Address:	3RD FLOOR		
City:	SALT LAKE CITY		
State/Country:	UTAH		
Postal Code:	84101		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4442546	RADIATE 360	
Registration Number:	4679604	TRUTRAFFIC	
CORRESPONDENCE DATA			
Fax Number:	8585506420		
<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:	858-550-6403		
Email:	erin.obrien@cooley.com		
Correspondent Name:	Erin O'Brien		
Address Line 1:	c/o Cooley LLP		
Address Line 2:	4401 Eastgate Mall		
Address Line 4:	San Diego, CALIFORNIA 92121		

CH \$65.00 4442546

NAME OF SUBMITTER:	Erin O'Brien
SIGNATURE:	/Erin O'Brien/
DATE SIGNED:	12/08/2016
Total Attachments: 3 source=Radiate Media signed SVB IP release#page1.tif source=Radiate Media signed SVB IP release#page2.tif source=Radiate Media signed SVB IP release#page3.tif	

RELEASE OF SECURITY INTEREST

This Release of Security Interest is made as of ~~November~~ ^{December 6}, 2016, by SILICON VALLEY BANK, a California corporation ("Bank") in favor of RADIATE MEDIA HOLDING COMPANY, a Delaware corporation ("RMHC") and RADIATE MEDIA, LLC, a Delaware limited liability company ("Radiate"); together with RMHC, individually, and collectively, "Grantor") with their principal place of business located at 90 South 400 West, 3rd Floor, Salt Lake City, UT 84101.

Recitals

WHEREAS, BANK agreed to extend certain financial accommodations to Grantor pursuant to that certain Amended and Restated Loan and Security Agreement dated as of October 14, 2011, as amended from time to time (the "Loan Agreement").

WHEREAS, in connection with the Loan Agreement, Grantor granted a security interest to Bank in the Intellectual Property Collateral (as defined in the IP Security Agreement) under the terms of an Intellectual Property Security Agreement dated as of February 12, 2016 (the "IP Security Agreement") including without limitation, the patents and trademarks listed on Exhibits A and B, respectively, attached hereto, and recorded (1) with the US Patent and Trademark Office on February 17, 2016 at Reel/Frame 005733/0398 with respect to trademarks, and (2) with the US Patent and Trademark Office on February 17, 2016 at Reel/Frame 037841/0186 with respect to patents.

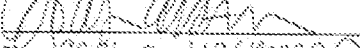
WHEREAS, all outstanding Obligations of the Grantor under or relating to the Loan Agreement, the IP Security Agreement, and the other documents related thereto, have been paid and satisfied in full and irrevocably discharged, terminated and released and all security interests and other liens granted to or held by Bank in all of the assets and property of the Grantor shall be forever and irrevocably satisfied, released and discharged.

ACCORDINGLY, Bank agrees to release its security interest in the Intellectual Property Collateral.

Agreement

Now therefore, Bank agrees to terminate and release its security interest in the Intellectual Property Collateral and reassigns to Grantor, without warranty or recourse, all interest of Bank in the Intellectual Property Collateral.

SILICON VALLEY BANK

By: 
Name: Jacobus J. J. J.
Title: _____

3003 Tasman Drive
Santa Clara, CA 95054

EXHIBIT A

Trademark Items

Mark	Serial Number	Registration Number	Registration Date	Owner
RADIATE 360	85777872	4442546	12/03/2013	Radiate Media Holding Company
TRUTRAFFIC	86041851	4679604	01/27/2015	Radiate Media Holding Company

EXHIBIT B

Patent Items

Description	Application Number	Publication Number	Application Date	Publication Date
PROGRAMMING AN ADVERTISING ENGINE	14216766	20140279064	03/17/2014	09/18/2014
INTEGRATING MEDIA ANALYTICS TO CONFIGURE AN ADVERTISING ENGINE	14272312	20140337120	05/07/2014	11/13/2014