

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM415967

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Royal Bank of Canada		01/17/2017	Bank: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Dedicated Media, Inc.		
<b>Street Address:</b>	333 East Franklin Street		
<b>City:</b>	Richmond		
<b>State/Country:</b>	VIRGINIA		
<b>Postal Code:</b>	23219		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 10</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3927636	CPA DNA	
<b>Registration Number:</b>	4229343	D	
<b>Registration Number:</b>	3927635	D DEDICATED MEDIA	
<b>Registration Number:</b>	3936542	DEDICATED NETWORKS	
<b>Registration Number:</b>	3927659	DEDICATEDCONNECT	
<b>Registration Number:</b>	3927644	DEDICATED VIDEORESPONSE	
<b>Registration Number:</b>	3953268	DVR	
<b>Registration Number:</b>	4225114	IT'S JUST SMART	
<b>Registration Number:</b>	4213888	SMARTSTACK	
<b>Registration Number:</b>	4233084	D DEDICATED MEDIA. IT'S JUST SMART.	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2123037064		
<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>			
<b>Phone:</b>	212.318.6824		
<b>Email:</b>	christinedionne@paulhastings.com		
<b>Correspondent Name:</b>	Christine Dionne c/o Paul Hastings LLP		
<b>Address Line 1:</b>	200 Park Avenue, 28th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10166		

CH \$265.00 3927636

<b>ATTORNEY DOCKET NUMBER:</b>	78436.00101
<b>NAME OF SUBMITTER:</b>	Christine Dionne
<b>SIGNATURE:</b>	/Christine Dionne/
<b>DATE SIGNED:</b>	02/13/2017

**Total Attachments: 4**

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**RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY**

**THIS RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY** (this “Release”) made as of January 17, 2016, is granted by ROYAL BANK OF CANADA, in its capacity as collateral agent (the “Secured Party”) in favor of DEDICATED MEDIA, INC., a California corporation (the “Debtor”). Capitalized terms used herein have the meanings attributed thereto in the Trademark Security Agreement, as such term is defined below, unless otherwise defined herein.

**WHEREAS**, the Debtor and the Secured Party entered into that certain Intellectual Property Security Agreement, dated as of October 30, 2015 (the “Trademark Security Agreement”, whereby Debtor granted to Secured Party a security interest in all right, title and interest of the Debtor in and to the Trademarks, together with (a) all registrations and recordings thereof, and all registration and recording applications filed with any Governmental Authority in connection therewith, and all extensions or renewals thereof, (b) all goodwill associated therewith or symbolized thereby, (c) all other assets, rights and interests that uniquely reflect or embody such goodwill, (d) all rights to use and/or sell any of the foregoing, and (e) the portion of the business to which each trademark pertains, including the Trademarks set forth on Schedule 1 (the “Released Trademark Collateral”);

**WHEREAS**, the Trademark Security Agreement was recorded in the U.S. Patent and Trademark Office on November 5, 2015 at Reel 5661, Frame 0596; and

**WHEREAS**, in accordance with the applicable provisions of the Security Agreement, the Debtor has requested and the Secured Party has agreed to release, discharge, relinquish, terminate and dissolve its security interest in and continuing lien on all of Secured Party’s right, title and interest in, to and under the Released Trademark Collateral.

**NOW, THEREFORE**, for good and valuable consideration including the satisfaction of all obligations, indebtedness and liabilities secured by the Released Trademark Collateral pursuant to the Trademark Security Agreement, the receipt and adequacy of which are hereby acknowledged, and upon the terms set forth in this Release, the Secured Party hereby states and agrees as follows:

1. Release of Security Interest. The Secured Party hereby terminates, releases and discharges its security interests in the Released Trademark Collateral, and any right, title or interest of the Secured Party in such Released Trademark Collateral shall hereby cease and become void.
2. Further Assurances. The Secured Party agrees to execute and deliver to Debtor any and all further documents and instruments, and do any and all further acts which Debtor (or its agents or designees) reasonably requests (at Debtor’s sole cost and expense) in order to confirm this Release.

3. Recordation of Release. The Secured Party hereby authorizes Debtor or Debtor's authorized representative to record this Release with the United States Patent and Trademark Office.

4. Electronic Execution. This Release may be executed by facsimile transmission or other electronic transmission.

*[Remainder of page intentionally left blank]*

IN WITNESS WHEREOF, the undersigned has executed this Release by its duly authorized officer as of the date first above written.

**ROYAL BANK OF CANADA**  
as Secured Party

By:   
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**Schedule 1**

<b><u>Trademark</u></b>	<b><u>Registration Date</u></b>	<b><u>Registration No.</u></b>	<b><u>Applicable Jurisdiction</u></b>
CPA DNA	March 8, 2011	3,927,636	USA
D	October 23, 2012	4,229,343	USA
D DEDICATED media	March 8, 2011	3,927,635	USA
DEDICATED Networks	March 29, 2011	3,936,542	USA
DEDICATED CONNECT	March 8, 2011	3,927,659	USA
DEDICATED VIDEO RESPONSE	March 8, 2011	3,927,644	USA
DVR	May 3, 2011	3,953,268	USA
IT'S JUST SMART	October 26, 2012	4,225,114	USA
SMARTSTACK	September 25, 2012	4,213,888	USA
D dedicated media. it's just smart.	October 30, 2012	4,233,084	USA