

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
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SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
RESUBMIT DOCUMENT ID:	900394410		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SILICON VALLEY BANK		06/24/2016	National Banking Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	BADGEVILLE, INC.		
Street Address:	805 VETERANS BLVD.		
Internal Address:	#307		
City:	REDWOOD CITY		
State/Country:	CALIFORNIA		
Postal Code:	94063		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	86898385	MOTIVATIONMETRICS	
Serial Number:	86724112	SOCIAL CURRENCY	
Registration Number:	4018657	BADGEVILLE	
Registration Number:	4359400	THE BEHAVIOR PLATFORM	
Registration Number:	4556506	SOCIAL MECHANICS	
Registration Number:	4556505	REPUTATION MECHANICS	
CORRESPONDENCE DATA			
Fax Number:	6508474151		
<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) 847-4150		
Email:	IDocketing@DuaneMorris.com		
Correspondent Name:	DUANE MORRIS LLP		
Address Line 1:	2475 HANOVER STREET		
Address Line 4:	PALO ALTO, CALIFORNIA 94304		
ATTORNEY DOCKET NUMBER:	R2485-00134 - 00139		
NAME OF SUBMITTER:	Amir Tabarrok		

SIGNATURE:	/Amir Tabarrok/
DATE SIGNED:	03/30/2017
Total Attachments: 2 source=2016-06-24_Badgeville_SVB_Release#page1.tif source=2016-06-24_Badgeville_SVB_Release#page2.tif	

RELEASE OF SECURITY INTEREST
June 24, 2016

WHEREAS, SILICON VALLEY BANK (hereinafter, the "Secured Party") received a security interest from BADGEVILLE, INC., a Delaware corporation (the "Debtor"), in the patents and trademarks listed in Exhibit A hereto (the "Collateral") pursuant to a Loan and Security Agreement dated as of April 1, 2013, as amended (the "Security Agreement"); and

WHEREAS, the Secured Party has received consideration from the Debtor which the Secured Party accepts as payment in full for the debt secured by the Security Agreement.

NOW, THEREFORE, pursuant to the Forbearance, Consent, and Seventh Amendment to Loan and Security Agreement, dated as of June 24, 2016, between the Secured Party and the Debtor, the Secured Party hereby releases their security interest in the Collateral of the Debtor, and has caused this Release of Security Interest to be duly executed and delivered by their authorized representative.

SECURED PARTY:

SILICON VALLEY BANK.

By: *Pamela Elmer*

Name: *Pamela Elmer*

Title: *Director - Advisory Services*

EXHIBIT A

Patents and Patent Applications

- U.S. App. # 13/043,100, "METHOD AND APPARATUS FOR PROVIDING A CUSTOMIZABLE REWARD SYSTEM"
- U.S. App. # 13/490,011, "SYSTEM, METHOD, APPARATUS, METHOD, AND COMPUTER PROGRAM PRODUCT FOR DETERMINING BEHAVIOR-BASED RELATIONSHIPS BETWEEN WEBSITE USERS"
- PCT/US2013/044536, "SYSTEM, METHOD, APPARATUS, METHOD, AND COMPUTER PROGRAM PRODUCT FOR DETERMINING BEHAVIOR-BASED RELATIONSHIPS BETWEEN WEBSITE USERS"
- G.B. Serial # 1422979.3, "SYSTEM, METHOD, APPARATUS, METHOD, AND COMPUTER PROGRAM PRODUCT FOR DETERMINING BEHAVIOR-BASED RELATIONSHIPS BETWEEN WEBSITE USERS"
- U.S. App. # 14/986,031, "SYSTEM, METHOD, APPARATUS, METHOD, AND COMPUTER PROGRAM PRODUCT FOR DETERMINING BEHAVIOR-BASED RELATIONSHIPS BETWEEN WEBSITE USERS"
- U.S. App. # 14/986,031, "ADAPTIVE WIZARD FOR GAMIFICATION SITE CREATION"
- U.S. App. # 14/985,880, "GAMIFICATION NETWORK ADMINISTRATION"
- U.S. App. #14/985,910, "DYNAMICALLY DEFINED CONTENT FOR A GAMIFICATION NETWORK SYSTEM"

Trademarks and Trademark Applications

- Serial No. 86898385, MOTIVATIONMETRICS
- Serial No. 86724112, SOCIAL CURRENCY
- Reg. # 4,018,657, BADGEVILLE
- Reg. # 4,359,400, THE BEHAVIOR PLATFORM
- Reg # 4,556,506, SOCIAL MECHANICS
- Reg. # 4,556,505, REPUTATION MECHANICS