

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM422997

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CITY NATIONAL BANK		03/31/2017	Corporation:
RECEIVING PARTY DATA			
Name:	Visible Measures Corp.		
Street Address:	143 South St.		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02111		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 34			
Property Type	Number	Word Mark	
Registration Number:	3493442	VISIBLE MEASURES	
Registration Number:	4002641	INTERNET VIDEO AUTHORITY	
Registration Number:	4060317	TRUE REACH	
Registration Number:	4125742	VISIBLESUITE	
Registration Number:	4125743	VISIBLECAMPAIGN	
Registration Number:	4060318	VIRAL REACH DATABASE	
Registration Number:	3777533	VISIBLE MEASURES	
Registration Number:	4158367	SHARE OF CHOICE	
Registration Number:	4219662	EARNED MEDIA ATTRIBUTION	
Registration Number:	4782142	EARNED MEDIA POTENTIAL	
Registration Number:	4478440	VIEWABLE MEDIA	
Registration Number:	4119780	EARNED MEDIA NETWORK	
Registration Number:	4675606	CHOICE-BASED MEDIA	
Registration Number:	4119781	THE VIDEO AD NETWORK OF CHOICE FOR ADVER	
Registration Number:	4556028	VIEWABLE MEDIA	
Registration Number:	4620036	VTV	
Registration Number:	4655845	V	
Registration Number:	4737850	V FABRIC VISIBLE MEASURES	
Serial Number:	86283629	VISIBLE MEASURES VMX	

OP \$865.00 3493442

Property Type	Number	Word Mark
Serial Number:	86283637	VISIBLE MEASURES VMX
Registration Number:	4726520	FABRIC
Serial Number:	86283645	V VISIBLE MEASURES VMX
Serial Number:	86283649	V VISIBLE MEASURES VMX
Serial Number:	86283660	V VISIBLE MEASURES VMX
Serial Number:	86283665	V FABRIC VISIBLE MEASURES
Registration Number:	4742198	V FABRIC
Serial Number:	86283655	V VISIBLE MEASURES VMX
Serial Number:	86283672	V FABRIC
Serial Number:	86376740	VIDMETER
Serial Number:	86442318	VIEWABILITY
Serial Number:	86456093	NATIVE SELECT
Registration Number:	4785766	NATIVE SELECT
Serial Number:	86499466	SHARE OF ATTENTION
Serial Number:	86499468	SHARE OF ATTENTION

CORRESPONDENCE DATA

Fax Number: 7168490349

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.

Phone: 7168481245

Email: dcarosa@hodgsonruss.com

Correspondent Name: Daniel R. Carosa

Address Line 1: 140 Pearl St.

Address Line 2: Suite 100

Address Line 4: Buffalo, NEW YORK 14202

NAME OF SUBMITTER: Daniel R. Carosa

SIGNATURE: /daniel r. carosa/

DATE SIGNED: 04/07/2017

Total Attachments: 4

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TRADEMARK RELEASE

This Trademark Release dated as of March 31, 2017 is given by City National Bank ("Secured Party") to Visible Measures Corp, a Delaware corporation with an office at 143 South Street Boston, MA 02111 ("Visible Measures").

WHEREAS, Visible Measures was indebted to Secured Party; and


WHEREAS, Visible Measures, as security for that indebtedness, did grant to Secured Party a security interest in and to the trademarks and trademark registrations listed in Schedule A attached hereto and made a part hereof as set forth in a notice of security interest dated as of June 29, 2016 (the "Notice"), which was recorded in the United States Patent and Trademark Office on June 30, 2016 at Reel 5825 and Frame 0115;

WHEREAS, said indebtedness has been paid in full and said security interest is thereby not required.





NOW, THEREFORE, Secured Party does hereby release and relinquish to Visible Measures all its right, title and interest in, to and under the aforesaid trademarks and trademark registrations, together with the goodwill of the business symbolized by the trademarks and trademark registrations, and does hereby agree that the filing of the Notice may be removed of record in its entirety by the filing of this Trademark Release with the United States Patent and Trademark Office, and wherever else such filing may be needed. This Trademark Release shall be binding upon and inure to the benefit of Visible Measures and Secured Party and their respective successors and assigns.



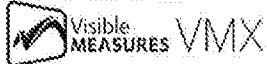


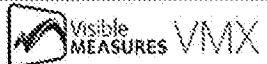

[signature page follows]

CITY NATIONAL BANK

By: 
Name: JAMES DEMAY
Title: SVP

Schedule A

	Application #	Registration #	Trade mark
1	77166690	3493442	VISIBLE MEASURES
2	77190338	4002641	INTERNET VIDEO AUTHORITY
3	77518366	4060317	TRUE REACH
4	77518370	4125742	VISIBLESUITE
5	77518372	4125743	VISIBLECAMPAIGN
6	77518376	4060318	VIRAL REACH DATABASE
7	77818666	3777533	 VISIBLE MEASURES
8	85093434	4158367	SHARE OF CHOICE
9	85287117	4219662	Earned Media Attribution
10	85287119	4782142	Earned Media Potential
11	85287120	4478440	Viewable Media
12	85287122	4119780	Earned Media Network
13	85287123	4675606	Choice-based Media
14	85287124	4119781	The video ad network of choice for advertisers
15	86135639	4556028	
16	86155078	4620036	VTV
17	86263135	4655845	
18	86283624	4737850	 Visible MEASURES FABRIC
19	86283629		VISIBLE MEASURES VMX
20	86283637		VISIBLE MEASURES VMX

21	86283638	4726520	FABRIC
22	86283645		
23	86283649		
24	86283660		
25	86283665		
26	86283668	4742198	
27	86283665		
28	86283672		
29	86376740		VIDMETER
30	86442318		VIEWABILITY
31	86456093		NATIVE SELECT
32	86480828	4785766	NATIVE SELECT
33	86499466		SHARE OF ATTENTION
34	86499468		SHARE OF ATTENTION