

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM429573

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
CNF INVESTMENTS IV, LLC		05/31/2017	Limited Liability Company: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	MEDIAMATH, INC.
<b>Street Address:</b>	4 World Trade Center
<b>Internal Address:</b>	150 Greenwich Street, 45th Floor
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10007
<b>Entity Type:</b>	Corporation: DELAWARE
<b>Name:</b>	ADROIT DS, LLC
<b>Street Address:</b>	4 World Trade Center
<b>Internal Address:</b>	150 Greenwich Street, 45th Floor
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10007
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

**PROPERTY NUMBERS Total: 20**

Property Type	Number	Word Mark
<b>Serial Number:</b>	86249104	MATHID
<b>Registration Number:</b>	3898682	MATHTAG
<b>Registration Number:</b>	3898681	MEDIAMATH
<b>Registration Number:</b>	4768814	PERFORMANCE REIMAGINED. MARKETING REENGI
<b>Registration Number:</b>	5032489	PROGRAMMATICFIRST
<b>Serial Number:</b>	86628101	SHOPPER COOPERATIVE
<b>Registration Number:</b>	5115706	STRENGTH IN NUMBERS
<b>Registration Number:</b>	4655134	T1
<b>Registration Number:</b>	4088536	TAP ME
<b>Registration Number:</b>	4284835	TAP.ME
<b>Registration Number:</b>	3810224	TERMINALONE

**TRADEMARK**

Property Type	Number	Word Mark
Registration Number:	4550851	TERMINALONE MARKETING OPERATING SYSTEM
Registration Number:	4550852	TERMINALONE MARKETING OS
Registration Number:	5078952	T1
Registration Number:	4746001	ADROIT DIGITAL
Registration Number:	5114896	CONNECTEDID
Registration Number:	3848919	CPX ADROIT
Serial Number:	86787149	HELIX
Registration Number:	4015715	ICOMPLISHMENTS
Registration Number:	4015716	ICOMPLISHMENTS

**CORRESPONDENCE DATA**

**Fax Number:** 3128637806

*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:** 312-863-7198

**Email:** nancy.brougher@goldbergkohn.com

**Correspondent Name:** Nancy Brougher, Paralegal

**Address Line 1:** Goldberg Kohn Ltd.

**Address Line 2:** 55 East Monroe Street, Suite 3300

**Address Line 4:** Chicago, ILLINOIS 60603

<b>ATTORNEY DOCKET NUMBER:</b>	6262.033
<b>NAME OF SUBMITTER:</b>	Nancy Brougher
<b>SIGNATURE:</b>	/njb/
<b>DATE SIGNED:</b>	06/01/2017

**Total Attachments: 6**

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## TERMINATION AND RELEASE OF SECURITY INTEREST IN TRADEMARKS

This **TERMINATION AND RELEASE OF SECURITY INTERESTS IN TRADEMARKS** (this "*Termination and Release*") is granted as of May 31, 2017 by **CNF INVESTMENTS IV, LLC** (the "*Lender*"), in favor of **MEDIAMATH, INC.**, a Delaware corporation ("*MediaMath*") and **ADROIT DS, LLC**, Delaware limited liability company ("*Adroit*", and together with MediaMath, individually and collectively, jointly and severally, the "*Grantor*").

**WHEREAS**, the Grantor executed and delivered a Trademark Security Agreement, dated as of September 7, 2016 (as amended, restated, supplemented or otherwise modified prior to the date hereof, the "*Agreement*"), granting the Lender a security interest in and lien on certain trademarks and trademark applications described therein, which was recorded with the Assignment Division of the United States Patent and Trademark Office ("*USPTO*") on September 7, 2016 at Reel 5872, Frame 0187;

**WHEREAS**, Grantor has requested that Lender hereby terminate, release and discharge fully its security interests in and liens on all right, title and interest of Grantor's in, to and under all of the trademarks and trademark applications described in the Agreement (collectively, the "*Trademarks*") as herein provided; and

**WHEREAS**, Grantor has requested that the Lender provide a document suitable for recording in the USPTO to evidence the release of the Administrative Agent's security interests in and liens on the Trademarks as herein provided.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Lender hereby:


1. terminates the Agreement and releases, terminates and discharges all liens and security interests in each Grantor's right, title and interest in, to and under the Trademarks, and all goodwill associated therewith, including those Trademarks identified in Schedule I hereto; and
2. authorizes and requests that this Termination and Release be recorded at the USPTO.

THIS TERMINATION AND RELEASE AND ANY CLAIM, CONTROVERSY, DISPUTE OR CAUSE OF ACTION (WHETHER IN CONTRACT OR TORT OR OTHERWISE) BASED UPON, ARISING OUT OF OR RELATING TO THIS TERMINATION AND RELEASE AND THE TRANSACTIONS CONTEMPLATED HEREBY SHALL BE CONSTRUED IN ACCORDANCE WITH AND GOVERNED BY THE LAW OF THE STATE OF NEW YORK.


[Signature page follows]

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

CNF INVESTMENTS IV, LLC

By:   
Name: JENNIFER HSIN  
Title: DIRECTOR

SCHEDULE I  
TO  
TERMINATION AND RELEASE OF SECURITY INTEREST IN TRADEMARKS

Mark	Class/Services	App. No. App. Date	Reg. No. Reg. Date
	Class 42: Providing on-line non-downloadable software for delivering, tracking, analyzing, and optimizing online advertising campaigns and providing clients with data and information concerning online activity of relevant Internet users (As Published)	86/659158 11-Jun-2015	5078952 08-Jun-2016
ADROIT DIGITAL	Class 35: Online advertising services; advertising and marketing consultancy services	86/085214 08-Oct-2013	4746001 02-Jun-2015
CONNECTEDID	Class 35: Online advertising services for others Class 42: Providing on-line non-downloadable software for tracking, analysis, and optimization of on-line advertising	86/249098 10-Apr-2014	5114896 03-Jan-2017
CPX ADROIT	Class 42: Providing temporary use of non-downloadable computer software platforms for the purpose of delivering, tracking, and reporting ads for advertisers and publishers	77/876130 19-Nov-2009	3848919 14-Sep-2010
HELIX	Class 38: Providing access to databases for digital advertising campaigns and marketing campaigns; providing data services including data modeling and audience segments; providing access to databases for using and contributing digital advertising campaign and marketing campaign data; providing data services in connection with digital advertising campaign databases, such as creating and providing data modeling services and audience segments using data from the digital advertising campaign databases (as filed)	86/787149 13-Oct-2015	
ICOMPLISHMENTS	Class 9: Computer software for developing in-game advertising platforms and incentive and award programs; application programming interface (API) software for use in developing in-game advertising platforms and incentive and award programs; downloadable computer software for delivering targeted and sponsored third-party advertising; downloadable computer software that allows users to select advertisers or advertising categories for in-game sponsors, awards, acknowledgments, incentives, leader board displays	85/227507 27-Jan-2011	4015715 23-Aug-2011
ICOMPLISHMENTS	Class 42: Providing temporary use of non-downloadable computer software for developing in-game advertising platforms and incentive and award programs; application service provider featuring application programming interface (API) software for use in developing in-game advertising platforms and incentive and award programs; providing temporary use of non-downloadable computer software for delivering targeted and sponsored third-party advertising; providing temporary use of non-downloadable computer software that allows users to select advertisers or advertising categories for in-game sponsors, awards, acknowledgments, incentives, leader board displays	85/227517 27-Jan-2011	4015716 23-Aug-2011

Mark	Class/Services	App. No. App. Date	Reg. No. Reg. Date
MATHID	Class 35: Online advertising services for others Class 42: Providing on-line non-downloadable software for tracking, analysis, and optimization of on-line advertising	86/249104 10-Apr-2014	
MATHTAG	Class 35: On-line advertising services for others Class 42: Providing on-line non-downloadable software for optimization of on-line advertising	77/864712 04-Nov-2009	3898682 04-Jan-2011
MEDIAMATH	Class 35: On-line advertising services for others Class 42: Providing on-line non-downloadable software for optimization of on-line advertising	77/864550 04-Nov-2009	3898681 04-Jan-2011
PERFORMANCE REIMAGINED. MARKETING REENGINEERED.	Class 35: On-line advertising services for others Class 42: Providing on-line non-downloadable software for delivering, tracking, analyzing, and optimizing online advertising campaigns and providing clients with data and information concerning online activity of relevant Internet users	86/518232 29-Jan-2015	4768814 07-Jul-2015
PROGRAMMATICFIRST	Class 35: Online advertising services; advertising and marketing consultancy services Class 42: Providing on-line non-downloadable software for delivering, tracking, analyzing, decisioning, and optimizing online advertising campaigns	86/444618 04-Nov-2014	5032489 30-Aug-2016
SHOPPER COOPERATIVE	Class 35: Dissemination of advertising for others via the Internet; advertising and commercial information services via the Internet; advertising and marketing; online advertising services; advertising and marketing consultancy services; advertising services, namely, delivering, tracking, analyzing, and optimizing online advertising information for others; media monitoring services, namely, monitoring online media for customer-specified topics, gathering relevant content on those topics, and providing documentation and analysis of that media content to others for business purposes; market research and analysis; development of e-commerce strategies, concepts and tactics, namely, audience development, brand awareness, and online community building Class 42: Data mining; providing on-line non-downloadable software for delivering, tracking, analyzing, and optimizing online advertising campaigns and providing clients with data and information concerning online activity of relevant Internet users	86/628101 13-May-2015	
STRENGTH IN NUMBERS	Class 35: On-line advertising services for others. (as Filed) Class 42: Providing on-line non-downloadable software for optimization of on-line advertising. (as Filed)	86/796622 22-Oct-2015	5115706 03-Jan-2017
T1	Class 42: Providing on-line non-downloadable software for delivering, tracking, analyzing, and optimizing online advertising campaigns and providing clients with data and information concerning online activity of relevant Internet users	86/085221 08-Oct-2013	4655134 16-Dec-2014

Mark	Class/Services	App. No. App. Date	Reg. No. Reg. Date
TAP ME	Class 9: Computer software for the mobile games industry, namely, game applications and software for mobile phones, smart phones, portable media players, and handheld computers for tracking player achievements, providing in-game advertising and networking	85/010245 09-Apr-2010	4088536 17-Jan-2012
TAP.ME	Class 9: Computer software for developing in-game advertising platforms and incentive and award programs; application programming interface (API) software for use in developing in-game advertising platforms and incentive and award programs; downloadable computer software for delivering targeted and sponsored third-party advertising; downloadable computer software that allows users to select advertisers or advertising categories for in-game sponsors, awards, acknowledgments, incentives, leader board displays; ad server, namely, a computer server for storing advertisements and delivering advertisements via mobile phones and electronic devices Class 35: Placing advertisements for others; dissemination of advertisements; advertisement via mobile phone networks; promoting the goods and services of others by arranging for sponsors to affiliate their goods and services with computer games and electronic entertainment media Class 42: Providing temporary use of non-downloadable computer software for developing in-game advertising platforms and incentive and award programs; application service provider featuring application programming interface (API) software for use in developing in-game advertising platforms and incentive and award programs; providing temporary use of non-downloadable computer software for delivering targeted and sponsored third-party advertising; providing temporary use of non-downloadable computer software that allows users to select advertisers or advertising categories for in-game sponsors, awards, acknowledgments, incentives, leader board displays	85/478220 21-Nov-2011	4284835 05-Feb-2013
TERMINALONE	Class 35: On-line advertising services for others Class 42: Providing on-line non-downloadable software for optimization of on-line advertising	77/864636 04-Nov-2009	3810224 29-Jun-2010
TERMINALONE MARKETING OPERATING SYSTEM	Class 35: Online advertising services; advertising and marketing consultancy services; advertising services, namely, delivering, tracking, analyzing, and optimizing online advertising information for others; media monitoring services, namely, monitoring online media for customer-specified topics, gathering relevant content on those topics, and providing documentation and analysis of that media content to others for business purposes Class 42: Providing on-line non-downloadable software for delivering, tracking, analyzing, and optimizing online advertising campaigns and providing clients with data and information concerning online activity of relevant Internet users	86/085224 08-Oct-2013	4550851 17-Jun-2014

Mark	Class/Services	App. No. App. Date	Reg. No. Reg. Date
TERMINALONE MARKETING OS	Class 35: Online advertising services; advertising and marketing consultancy services; advertising services, namely, delivering, tracking, analyzing, and optimizing online advertising information for others; media monitoring services, namely, monitoring online media for customer-specified topics, gathering relevant content on those topics, and providing documentation and analysis of that media content to others for business purposes Class 42: Providing on-line non-downloadable software for delivering, tracking, analyzing, and optimizing online advertising campaigns and providing clients with data and information concerning online activity of relevant Internet users	86/085231 08-Oct-2013	4550852 17-Jun-2014