

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM429624

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|---|---|--|----------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | Release of Security Interest (Reel/Frame 5870/0907) | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| SILICON VALLEY BANK, as Administrative Agent | | 05/31/2017 | Chartered Bank: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | MEDIAMATH, INC. | | |
| Street Address: | 4 World Trade Center | | |
| Internal Address: | 150 Greenwich Street, 45th Floor | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10007 | | |
| Entity Type: | Corporation: DELAWARE | | |
| Name: | ADROIT DS, LLC | | |
| Street Address: | 4 World Trade Center | | |
| Internal Address: | 150 Greenwich Street, 45th Floor | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10007 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 9 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3848919 | CPX ADROIT | |
| Registration Number: | 5114896 | CONNECTEDID | |
| Serial Number: | 86249104 | MATHID | |
| Registration Number: | 5032489 | PROGRAMMATICFIRST | |
| Registration Number: | 4768814 | PERFORMANCE REIMAGINED. MARKETING REENGI | |
| Serial Number: | 86628101 | SHOPPER COOPERATIVE | |
| Registration Number: | 5078952 | T1 | |
| Serial Number: | 86787149 | HELIX | |
| Registration Number: | 5115706 | STRENGTH IN NUMBERS | |
| CORRESPONDENCE DATA | | | |
| TRADEMARK | | | |

OP \$240.00 3848919

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

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| ATTORNEY DOCKET NUMBER: | 6262.033 |
|--------------------------------|----------|

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| NAME OF SUBMITTER: | Nancy Brougher |
|---------------------------|----------------|

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| SIGNATURE: | /njb/ |
|-------------------|-------|

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| DATE SIGNED: | 06/01/2017 |
|---------------------|------------|

Total Attachments: 4

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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 **SILICON VALLEY BANK**, as Administrative Agent (the “*Administrative Agent*”), in favor of **MEDIAMATH, INC.**, a Delaware corporation (“*MediaMath*”), and **ADROIT DS, LLC**, a Delaware corporation (“*Adroit*”, and together with MediaMath, each individually, a “*Grantor*”, and collectively, the “*Grantors*”).

WHEREAS, the Grantors executed and delivered a Trademark Security Agreement dated as of September 3, 2015 (as amended, restated, supplemented or otherwise modified prior to the date hereof, the “*Agreement*”) granting the Administrative Agent 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 21, 2015, at Reel 5627, Frame 0027;

WHEREAS, the Grantors executed and delivered a Supplement to Trademark Security Agreement dated as of August 31, 2016 (as amended, restated, supplemented or otherwise modified prior to the date hereof, the “*Supplement*” and, together with the Agreement, collectively, the “*Grant*”), granting the Administrative Agent a security interest in and lien on certain trademarks and trademark applications described therein, which was recorded with the USPTO on September 6, 2016, at Reel 5870, Frame 0907;

WHEREAS, Grantors have requested that Administrative Agent hereby terminate, release and discharge fully its security interests in and liens on all right, title and interest of Grantors in, to and under all of the trademarks and trademark applications described in the Grant (collectively, the “*Trademarks*”) as herein provided; and

WHEREAS, Grantors have requested that the Administrative Agent 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 Administrative Agent hereby:


1. terminates the Grants 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.

SILICON VALLEY BANK, as Administrative Agent

By: 
Name: Michael Joseph H.
Title: Managing Director

SCHEDULE I
TO
TERMINATION AND RELEASE OF SECURITY INTEREST IN TRADEMARKS

| | | | | |
|----|--|-----------------------|------------------------|---------------------|
| 1 | Serial # : <u>77259961</u> Mark: ACERNO | Filing Dt: 08/20/2007 | Reg # : <u>3422306</u> | Reg. Dt: 05/06/2008 |
| 2 | Serial # : <u>77259975</u> Mark: ACERNO | Filing Dt: 08/20/2007 | Reg # : <u>3422308</u> | Reg. Dt: 05/06/2008 |
| 3 | Serial # : <u>77259988</u> Mark: ACERNO TRANSACTION MARKETPLACE | Filing Dt: 08/20/2007 | Reg # : <u>3448281</u> | Reg. Dt: 06/17/2008 |
| 4 | Serial # : <u>77259990</u> Mark: THE CUSTOMER CREATION COMPANY | Filing Dt: 08/20/2007 | Reg # : <u>3426003</u> | Reg. Dt: 05/13/2008 |
| 5 | Serial # : <u>77540834</u> Mark: ACERNO THE ADD NETWORK | Filing Dt: 08/06/2008 | Reg # : <u>3691268</u> | Reg. Dt: 10/06/2009 |
| 6 | Serial # : <u>77864550</u> Mark: MEDIAMATH | Filing Dt: 11/04/2009 | Reg # : <u>3898681</u> | Reg. Dt: 01/04/2011 |
| 7 | Serial # : <u>77864636</u> Mark: TERMINALONE | Filing Dt: 11/04/2009 | Reg # : <u>3810224</u> | Reg. Dt: 06/29/2010 |
| 8 | Serial # : <u>77864712</u> Mark: MATHTAG | Filing Dt: 11/04/2009 | Reg # : <u>3898682</u> | Reg. Dt: 01/04/2011 |
| 9 | Serial # : <u>85010245</u> Mark: TAP ME | Filing Dt: 04/09/2010 | Reg # : <u>4088536</u> | Reg. Dt: 01/17/2012 |
| 10 | Serial # : <u>85227507</u> Mark: ICOMPLISHMENTS | Filing Dt: 01/27/2011 | Reg # : <u>4015715</u> | Reg. Dt: 08/23/2011 |
| 11 | Serial # : <u>85227517</u> Mark: ICOMPLISHMENTS | Filing Dt: 01/27/2011 | Reg # : <u>4015716</u> | Reg. Dt: 08/23/2011 |
| 12 | Serial # : <u>85478220</u> Mark: TAP.ME | Filing Dt: 11/21/2011 | Reg # : <u>4284835</u> | Reg. Dt: 02/05/2013 |
| 13 | Serial # : <u>86085214</u> Mark: ADROIT DIGITAL | Filing Dt: 10/08/2013 | Reg # : <u>4746001</u> | Reg. Dt: 06/02/2015 |
| 14 | Serial # : <u>86085221</u> Mark: T1 | Filing Dt: 10/08/2013 | Reg # : <u>4655134</u> | Reg. Dt: 12/16/2014 |
| 15 | Serial # : <u>86085224</u> Mark: TERMINALONE MARKETING OPERATING SYSTEM | Filing Dt: 10/08/2013 | Reg # : <u>4550851</u> | Reg. Dt: 06/17/2014 |
| 16 | Serial # : <u>86085231</u> Mark: TERMINALONE MARKETING OS | Filing Dt: 10/08/2013 | Reg # : <u>4550852</u> | Reg. Dt: 06/17/2014 |
| 17 | Serial # : <u>77876130</u> Mark: CPX ADROIT | Filing Dt: 11/19/2009 | Reg # : <u>3848919</u> | Reg. Dt: 09/14/2010 |
| 18 | Serial # : <u>86249098</u> Mark: CONNECTEDID | Filing Dt: 04/10/2014 | Reg # : <u>5114896</u> | Reg. Dt: 01/03/2017 |
| 19 | Serial # : <u>86249104</u> | Filing Dt: 04/10/2014 | Reg # : NONE | Reg. Dt: |

Mark: MATHID

20 Serial #: 86444618 Filing Dt: 11/04/2014 Reg #: 5032489 Reg. Dt: 08/30/2016
Mark: PROGRAMMATICFIRST

21 Serial #: 86518232 Filing Dt: 01/29/2015 Reg #: 4768814 Reg. Dt: 07/07/2015
Mark: PERFORMANCE REIMAGINED. MARKETING REENGINEERED.

22 Serial #: 86628101 Filing Dt: 05/13/2015 Reg #: NONE Reg. Dt:
Mark: SHOPPER COOPERATIVE

23 Serial #: 86659158 Filing Dt: 06/11/2015 Reg #: 5078952 Reg. Dt: 11/08/2016
Mark: T1

24 Serial #: 86787149 Filing Dt: 10/14/2015 Reg #: NONE Reg. Dt:
Mark: HELIX

25 Serial #: 86796622 Filing Dt: 10/22/2015 Reg #: 5115706 Reg. Dt: 01/03/2017
Mark: STRENGTH IN NUMBERS