

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM429645

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release of Security Interest (Reel/Frame 5870/0902)		
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

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
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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 April 21, 2014 (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 April 22, 2014, at Reel 5265, Frame 0850;

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 0902;

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: *Michael M. Smith*
Name: *Michael M. Smith*
Title: *Managing Director*

[Signature Page to Termination and Release of Security Interest in Trademarks]

TRADEMARK
REEL: 006074 FRAME: 0904

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