

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM434131

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SKYWORD INC.		06/30/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	WESTERN ALLIANCE BANK		
Street Address:	55 Almaden Boulevard, Suite 100		
City:	San Jose		
State/Country:	CALIFORNIA		
Postal Code:	95113		
Entity Type:	Corporation: ARIZONA		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Serial Number:	87018932	PEOPLERANK	
Serial Number:	87104222	FORWARD	
Serial Number:	86950532	CONTENT MARKETING CONTINUUM	
Serial Number:	86950529	STORYLYTICS	
Registration Number:	4978766	MOVING STORIES. FORWARD.	
Registration Number:	4136407	SKYWORD	
Registration Number:	5151392	THE CONTENT STRATEGIST	
Registration Number:	4446499	THE CONTENT STANDARD	
Registration Number:	4180221	SKYWRITER	
Registration Number:	3942444	SEARCH DRIVEN MEDIA	
Serial Number:	77897804	SOCIALWRITE	
CORRESPONDENCE DATA			
Fax Number:	6506440520		
<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:	6506483802		
Email:	patty@pattycheng.com		
Correspondent Name:	Patty Cheng		
Address Line 1:	2625 MIDDLEFIELD ROAD, SUITE 215		
Address Line 4:	Palo Alto, CALIFORNIA 94306		

OP \$290.00 87018932

TRADEMARK

NAME OF SUBMITTER:	Patty Cheng
SIGNATURE:	/s/ Patty Cheng
DATE SIGNED:	07/07/2017
Total Attachments: 6 source=Skyword- IPSA - executed#page1.tif source=Skyword- IPSA - executed#page2.tif source=Skyword- IPSA - executed#page3.tif source=Skyword- IPSA - executed#page4.tif source=Skyword- IPSA - executed#page5.tif source=Skyword- IPSA - executed#page6.tif	

INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT, dated as of June 30, 2017 (the "Agreement") between SKYWORD INC., a Delaware corporation ("Grantor") and WESTERN ALLIANCE BANK, an Arizona corporation ("Lender") is made with reference to the Loan and Security Agreement, dated as of June 30, 2017 (as amended from time to time, the "Loan Agreement"), between Lender and Grantor. Terms defined in the Loan Agreement have the same meaning when used in this Agreement.

For good and valuable consideration, receipt of which is hereby acknowledged, Grantor hereby covenants and agrees as follows:

To secure the Obligations under the Loan Agreement, Grantor grants to Lender a security interest in all right, title, and interest of Grantor in any of the following, whether now existing or hereafter acquired or created in any and all of the following property (collectively, the "Intellectual Property Collateral"):

(a) copyright rights, copyright applications, copyright registrations and like protections in each work of authorship and derivative work thereof, whether published or unpublished and whether or not the same also constitutes a trade secret, now or hereafter existing, created, acquired or held (collectively, the "Copyrights"), including the Copyrights described in Exhibit A;

(b) trademark and servicemark rights, whether registered or not, applications to register and registrations of the same and like protections, and the entire goodwill of the business of Grantor connected with and symbolized by such trademarks (collectively, the "Trademarks"), including the Trademarks described in Exhibit B;

(c) patents, patent applications and like protections including without limitation improvements, divisions, continuations, renewals, reissues, extensions and continuations-in-part of the same (collectively, the "Patents"), including the Patents described in Exhibit C;

(d) mask work or similar rights available for the protection of semiconductor chips or other products (collectively, the "Mask Works");

(e) trade secrets, and any and all intellectual property rights in computer software and computer software products;

(f) design rights;

(g) claims for damages by way of past, present and future infringement of any of the rights included above, with the right, but not the obligation, to sue for and collect such damages for said use or infringement of the intellectual property rights identified above;

(h) licenses or other rights to use any of the Copyrights, Patents, Trademarks, or Mask Works, and all license fees and royalties arising from such use to the extent permitted by such license or rights;

(i) amendments, renewals and extensions of any of the Copyrights, Trademarks, Patents, or Mask Works; and

(j) proceeds and products of the foregoing, including without limitation all payments under insurance or any indemnity or warranty payable in respect of any of the foregoing.

The rights and remedies of Lender with respect to the security interests granted hereunder are in addition to those set forth in the Loan Agreement, and those which are now or hereafter available to Lender as a matter of law or equity. Each right, power and remedy of Lender provided for herein or in the Loan Agreement, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall be in addition to every right, power or remedy provided for herein, and the exercise by Lender of any one or more of such rights, powers or remedies does not preclude the simultaneous or later exercise by Lender of any other rights, powers or remedies.


IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

GRANTOR:

SKYWORD INC.

LENDER:

WESTERN ALLIANCE BANK

By: 

By: _____

Name: Tyler P. Hoffman

Name: _____

Title: Chief Financial Officer

Title: _____

Address for Notices:

38 Chauncy Street
Boston, Massachusetts 02111
Attn: Tom Gerace – CEO

Address for Notices:

55 Almaden Boulevard, Suite 100
San Jose, California 95113
Attn: Note Department
Fax:(408) 282-1681

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

GRANTOR:

SKYWORD INC.

LENDER:

WESTERN ALLIANCE BANK

By: _____

Name: _____

Title: _____

By: RB

Name: Robert Bryant

Title: ACP-Technology Banker

Address for Notices:

38 Chauncy Street
Boston, Massachusetts 02111
Attn: Tom Gerace – CEO

Address for Notices:

55 Almaden Boulevard, Suite 100
San Jose, California 95113
Attn: Note Department
Fax:(408) 282-1681

EXHIBIT A

COPYRIGHTS

Please Check if No Copyrights Exist

<u>Type of Work:</u>	<u>Title:</u>	<u>International Standard Serial Number (ISSN):</u>	<u>Registration Number:</u>	<u>Filing Date:</u>	<u>Pre - registered?</u>

EXHIBIT B

TRADEMARKS

Please Check if No Trademarks Exist

<u>Mark / Title:</u>	<u>U.S. Serial Number:</u>	<u>U.S. Registration Number:</u>	<u>Filing/Registration Date:</u>
PEOPLERANK	87018932		April 29, 2016
FORWARD	87104222		July 14, 2016
CONTENT MARKETING CONTINUUM	86950532		March 23, 2016
STORYLYTICS	86950529		March 23, 2016
FORWARD	86466065	1247772	Nov. 26, 2014*
MOVING STORIES. FORWARD.	86387741	4978766	June 14, 2016
FOWARD	86374235		Aug. 22, 2014*
SKYWORD	85186902	4136407	May 1, 2012
THE CONTENT STRATEGIST	85797410	5151392	Feb. 28, 2017
THE CONTENT STANDARD	85796476	4446499	Dec. 10, 2013
SKYWRITER	85203558	4180221	July 24, 2012
BRANDNEWS	85520387		Jan. 19, 2012*
SEARCH DRIVEN MEDIA	85133322	3942444	April 5, 2011
SOCIALWRITE	77897804		Dec. 21, 2009

*Indicates dead, abandoned or cancelled trademark

EXHIBIT C

PATENTS

Please Check if No Patents Exist

<u>Title:</u>	<u>Patent Number:</u>	<u>Application Serial Number:</u>	<u>Issued or Published?</u>	<u>Issue/Filed Date:</u>
Computer method and system for ranking users in a network community of users	9,367,823	12/266893	Issued	June 14, 2016
Methods and systems for using community defined facets or facet values in computer networks	9,251,279	12/237983	Issued	Feb. 2, 2016
User-driven media system in a computer network		11/371462	Published	March 9, 2006
Computer method and apparatus for targeting advertising		11/451995	Published	June 12, 2006
Computer method and system for publishing content on a global computer network		11/593864	Published	Nov. 7, 2006
Methods And Systems For Using Community Defined Facets Or Facet Values In Computer Networks		14/968083	Published	Dec.14, 2015
Computer Method and System for Determining Expert-Users in a Computer Network		15/153976	Published	May 13, 2016
Computer Method and System for Detecting and Monitoring Negative Behavior in a Computer Network		15/154029	Published	May 13, 2016
Computer method and system for target advertising based on user rank in a computer network		15/266417	Published	Sep.15, 2016
Computer method and system for recommending content in a computer network		15/266433	Published	Sep. 15, 2016