

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM447408

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
NinthDecimal, Inc.		10/04/2017	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Western Alliance Bank		
<b>Street Address:</b>	55 Almaden Boulevard, Suite 100		
<b>City:</b>	SAN JOSE		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95113		
<b>Entity Type:</b>	Corporation: ARIZONA		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87105791	LCI	
<b>Serial Number:</b>	87105809	LOCATION CONVERSION INDEX	
<b>Serial Number:</b>	86304092	9D	
<b>Serial Number:</b>	86288330	NINTHDECIMAL	
<b>Serial Number:</b>	85969843	JIWIRE	
<b>Serial Number:</b>	85628683	LOCATION GRAPH	
<b>Serial Number:</b>	85211400	JIWIRE COMPASS NE SW NE SE SW NW	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8586385130		
<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>			
<b>Phone:</b>	619-699-2700		
<b>Email:</b>	susan.reynholds@dlapiper.com		
<b>Correspondent Name:</b>	DLA Piper LLP (US)		
<b>Address Line 1:</b>	401 B Street, Suite 1700		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92101		
<b>NAME OF SUBMITTER:</b>	Matt Schwartz		
<b>SIGNATURE:</b>	/s/ Matt Schwartz		
<b>DATE SIGNED:</b>	10/16/2017		

CH \$190.00 87105791

**Total Attachments: 7**

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## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT, dated as of October 4, 2017, (the "Agreement") between WESTERN ALLIANCE BANK, an Arizona corporation ("Lender") and NINTHDECIMAL, INC., ("Grantor") is made with reference to the Loan and Security Agreement, dated as of October 20, 2014 (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 or 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 registered 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 Borrower connected with and symbolized by such trademarks (collectively, the "Trademarks"), including the registered 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.

*[Balance of Page Intentionally Left Blank]*

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

**GRANTOR:**

NINTHDECIMAL, INC.

By: *Michael Fordyce*  
Name: *Michael Fordyce*  
Title: *CEO*

**LENDER:**

WESTERN ALLIANCE BANK, an Arizona corporation

By: *Randall Lee*  
Name: *Randall Lee*  
Title: *Vice President*

Address for Notices:

Attn: Michael Fordyce, CEO and Jeff Stephens, CFO  
150 Post Street, Suite 500  
San Francisco, CA 94108  
Tel: (415) 821-8600  
Fax: (415) 956-9526

Address for Notices:

Attn: Note Department  
55 Almaden Boulevard, Suite 100  
San Jose, California 95113  
Tel: (408) 556-6501  
Fax: (408) 282-1681

EXHIBIT A  
COPYRIGHTS

Please Check if No Copyrights Exist

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

Exhibit B  
TRADEMARKS

Please Check if No Trademarks Exist

Mark / Title:	U.S. Serial Number:	U.S. Registration Number:	USPTO Reference Number:	Filing Date:
LCI	87105791	5269083		7/15/16
LOCATION CONVERSIO N INDEX	87105809	5234141		7/15/16
9D	86304092	NONE		6/9/14
NINTHDECI MAL	86288330	NONE		5/21/14
JIWIRE	85969843	4475221		6/25/13
LOCATION GRAPH	85628683	4452672		5/17/12
JIWIRE COMPASS NE SW NE SE SW NW	85211400	4444153		1/5/11

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 Date:</u>
Systems and methods to identify home addresses of mobile devices	9291700	14594010	Issued	3/22/16
Systems and methods to identify a predefined geographical region in which a mobile device is located	9307360	14593947	Issued	4/5/16
Systems and methods to track regions visited by mobile devices and detect changes in location patterns	9374671	14679909	Issued	6/21/16
Systems and methods to identify home addresses of mobile devices	9503863	15014943	Issued	11/22/16
Location graph based derivation of attributes	9547666	14529682	Issued	1/17/17
Systems and methods to track regions visited by mobile devices and detect changes in location patterns based on integration of data from different sources	9668104	15165983	Issued	5/30/17
Systems and methods for searching a defined area	NONE	11948884	Published	10/22/09
Location graph based derivation of attributes	NONE	13924103	Published	1/9/14
Measuring advertising effectiveness	NONE	14293067	Published	12/3/15
Combining attributes from multiple sources	NONE	14339329	Published	1/28/16



<u>Title:</u>	<u>Patent Number:</u>	<u>Application Serial Number:</u>	<u>Issued or Published?</u>	<u>Issue Date:</u>
Systems and methods to identify a predefined geographical region in which a mobile device is located	NONE	15016067	Published	7/14/16
Systems and methods to track regions visited by mobile devices and detect changes in location patterns	NONE	15174608	Published	10/6/16
Systems and methods to identify home addresses of mobile devices	9730028	15337939	Issued	8/8/17

PATENTS HELD IN FORMER NAME "JIWIRE, INC."

<u>Title:</u>	<u>Patent Number:</u>	<u>Application Serial Number:</u>	<u>Issued or Published?</u>	<u>Issue Date:</u>
Wireless connectivity security technique	NONE	11375695	Published	11/30/06
Location graph based derivation of attributes	NONE	15405229	Published	5/4/17

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