

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM475983

<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>
TAPJOY, INC.		05/23/2018	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SILICON VALLEY BANK		
<b>Street Address:</b>	3003 TASMAN DRIVE		
<b>City:</b>	SANTA CLARA		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95054		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87166587	INTERPLAY	
<b>Serial Number:</b>	87853670	MEDIA VALUE EXCHANGE	
<b>Registration Number:</b>	5429839	TAPJOY MAXIMUM IMPACT PLATFORM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4048853900		
<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>	4048853868		
<b>Email:</b>	rusty.close@troutmansanders.com		
<b>Correspondent Name:</b>	CHRISTOPHER CLOSE		
<b>Address Line 1:</b>	TROUTMAN SANDERS LLP		
<b>Address Line 2:</b>	600 PEACHTREE STREET NE, SUITE 5200		
<b>Address Line 4:</b>	ATLANTA, GEORGIA 30308-2216		
<b>ATTORNEY DOCKET NUMBER:</b>	220763.002034		
<b>NAME OF SUBMITTER:</b>	Christopher C Close, Jr.		
<b>SIGNATURE:</b>	/Christopher C. Close Jr./		
<b>DATE SIGNED:</b>	05/30/2018		
<b>Total Attachments: 3</b>			
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source=SVB_Tapjoy (Executed IP Addendum 5_18)#page2.tif			

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**ADDENDUM TO INTELLECTUAL PROPERTY SECURITY AGREEMENT**

THIS ADDENDUM TO INTELLECTUAL PROPERTY SECURITY AGREEMENT (this “**Addendum**”) is executed pursuant to, and is an addendum to that certain Intellectual Property Security Agreement, dated May 31, 2016, as the same may be further amended, modified, supplement or restated from time to time, by and between TAPJOY, INC., a Delaware corporation (“**Assignor**”) and SILICON VALLEY BANK, a California corporation (“**Assignee**”). This Addendum is presented for recordation as constructive notice that Assignor, with its principal office at 111 Sutter Street, 12<sup>th</sup> Floor, San Francisco, California 94104, the owner of the intellectual property identified in the exhibits attached hereto, has granted to Assignee, with its principal office at 3003 Tasman Drive, Santa Clara, California 95054, a security interest in the intellectual property, and the exclusive rights comprised in the intellectual property, to secure payment of a debt.

**IN WITNESS WHEREOF**, Assignor has executed this Addendum as of May 23, 2018.

TAPJOY, INC.

By:   
Name: Matthew Service  
Title: COO & CFO

EXHIBIT A

Patents

Description	Application Number	Registration Number
Intelligent Adjustment of Graphical User Interfaces		9,563,327 (02/07/2017)
Tracking Mobile App Installations	15/264,165 (09/13/2016)	

EXHIBIT B

Trademarks

Description	Serial Number	Registration Number
INTERPLAY	87/166,587 (09/09/2016)	
MEDIA VALUE EXCHANGE	87/853,670 (03/28/2018)	
TAPJOY MAXIMUM IMPACT PLATFORM		5,429,839 (03/20/2018)