

**TRADEMARK ASSIGNMENT COVER SHEET**

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM488113

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
PACIFIC WESTERN BANK (SUCCESSOR BY MERGER TO SQUARE 1 BANK)		07/30/2018	STATE CHARTERED BANK: CALIFORNIA

**RECEIVING PARTY DATA**

<b>Name:</b>	RISE INTERACTIVE MEDIA & ANALYTICS, LLC (F/K/A RISE INTERACTIVE, INC.)
<b>Street Address:</b>	One South Wacker Drive
<b>Internal Address:</b>	Third Floor
<b>City:</b>	Chicago
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60606
<b>Entity Type:</b>	<del>Corporation</del> DELAWARE <i>limited liability company</i>

**PROPERTY NUMBERS Total: 21**

Property Type	Number	Word Mark
Registration Number:	4788942	RISE INTERACTIVE
Registration Number:	4788941	RISE INTERACTIVE
Registration Number:	4784727	
Serial Number:	86703687	CONTEXT X CONNECTIONS
Serial Number:	86703679	CONNEX
Serial Number:	86703677	X
Serial Number:	86703674	INTERNET MARKETING LEADERSHIP SERIES
Serial Number:	86703660	IMLS
Serial Number:	86703657	INTERNET MARKETING LEADERSHIP SERIES STR
Serial Number:	86703689	CONNEX
Serial Number:	86717903	ANALYTICALLY DRIVEN
Serial Number:	86717915	INTERACTIVE INVESTMENT MANAGEMENT
Serial Number:	86717910	IIM
Serial Number:	86717907	MARKETING INTELLIGENCE DATA PERSONALIZAT
Serial Number:	87025938	RISE
Serial Number:	87047759	RISE INTERACTIVE

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Property Type	Number	Word Mark
Serial Number:	87058395	INTERACTIVE INVESTMENT MANAGER
Serial Number:	87058385	PIONEERING A BETTER WAY
Serial Number:	86414159	RISE INTERACTIVE
Serial Number:	86414153	
Serial Number:	86414174	RISE INTERACTIVE

**CORRESPONDENCE DATA**

Fax Number: 9193541278

*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: 919-314-3086

Email: diligencereview@square1bank.com

Correspondent Name: PACIFIC WESTERN BANK

Address Line 1: 406 BLACKWELL STREET

Address Line 2: SUITE 240

Address Line 4: DURHAM, NORTH CAROLINA 27701

<b>NAME OF SUBMITTER:</b>	Nicholas Nance
<b>SIGNATURE:</b>	/NicholasNance- TKF/
<b>DATE SIGNED:</b>	08/30/2018

**Total Attachments: 4**

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## RELEASE OF SECURITY INTEREST

This Release of Security Interest is made as of July 30, 2018, by **PACIFIC WESTERN BANK** (as successor in interest by merger to Square 1 Bank) ("Lender") in favor of **RISE INTERACTIVE MEDIA & ANALYTICS, LLC** (F/K/A Rise Interactive, Inc.), a Delaware limited liability company ("Company") with its principal place of business located at One South Wacker Drive, Third Floor, Chicago, IL 60606.

### Recitals

WHEREAS Company granted to Lender a security interest in its copyrights, patents and trademarks, including without limitation the patents and trademarks described on Exhibits A and B attached hereto, respectively, (collectively, the "Intellectual Property") under an Intellectual Property Security Agreement dated as of April 3, 2015, and an Amended and Restated Intellectual Property Security Agreement dated as of September 21, 2016 (collectively, the "Security Agreement"), and recorded with the US Patent and Trademark Office as set forth on Exhibits A and B.

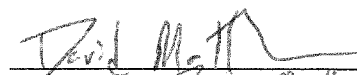
WHEREAS Company has no outstanding obligations to Lender under the terms of the Security Agreement, Lender agrees to release its security interest in the Intellectual Property.

### Agreement

Now therefore, Lender agrees that it terminates and releases its security interest in the Intellectual Property and reassigns to Company, without warranty or recourse, all interest of Lender in the Intellectual Property.

### **LENDER:**

**PACIFIC WESTERN BANK**

  
Name: David Matthews  
Title: VP

406 Blackwell Street  
Suite 240  
Durham, NC 27701

## EXHIBIT A

### Patents

Lender's security interest in the following patents was recorded at the US Patent and Trademark Office on **April 10, 2015** at Reel and Frame Number **035383/0322**:

<u>Description</u>	<u>Patent Application No./Issued Patent No.</u>	<u>Application / Issue Date</u>
METHOD, SYSTEM, APPARATUS, AND MEDIA FOR IMPROVING PAID SEARCH REALIZATION	13346524	1/9/2012

Lender's security interest in the following patents was recorded at the US Patent and Trademark Office on **November 3, 2016** at Reel and Frame Number **040215/0606**:

<u>Description</u>	<u>Patent Application No./Issued Patent No.</u>	<u>Application / Issue Date</u>
Interactive Data-Driven Graphical User Interfaces for Managing Online Advertising	14856870	9/17/2015
Interactive Data-Driven Graphical User Interfaces for Managing Online Advertising	PCT/US16/50358	9/6/2016
Interactive Data-Driven Graphical User Interfaces for Managing Advertising Performance	15005372	1/25/2016
Tracking Users Across Web Sites for Personalization	62302135	3/1/2016
Interactive Data-Driven Graphical User Interfaces for Investigating Online Advertising Performance	15267472	9/16/2016
Recipient-specific Scheduling of Electronic Communication	15213331	7/18/2016



**EXHIBIT B**






**Trademarks**

Lender's security interest in the following trademarks was recorded at the US Patent and Trademark Office on **April 10, 2015** at Reel and Frame Number **5495/0940**:

<u>Description</u>	<u>Registration / Serial Number</u>	<u>Registration/ Application Date</u>
RISE INTERACTIVE	4788942	8/11/2015
RISE INTERACTIVE	4788941	8/11/2015
(Design only)	4784727	8/4/2015

Lender's security interest in the following trademarks was recorded at the US Patent and Trademark Office on **November 3, 2016** at Reel and Frame Number **5913/0818**:

<u>Description</u>	<u>Registration / Serial Number</u>	<u>Registration/ Application Date</u>
	86703687	7/24/2015
<b>connex</b>	86703679	7/24/2015
	86703677	7/24/2015
<b>INTERNET MARKETING LEADERSHIP SERIES</b>	86703674	7/24/2015
<b>IMLS</b>	86703660	7/24/2015

	86703657	7/24/2015
CONNEX	86703689	7/24/2015
ANALYTICALLY DRIVEN	86717903	8/7/2015
INTERACTIVE INVESTMENT MANAGEMENT	86717915	8/7/2015
IIM	86717910	8/7/2015
	86717907	8/7/2015
RISE	87025938	5/5/2016
	87047759	5/24/2016
INTERACTIVE INVESTMENT MANAGER	87058395	6/2/2016
PIONEERING A BETTER WAY	87058385	6/2/2016
RISE INTERACTIVE	86414159	10/3/2014
	86414153	10/3/2014
	86414174	10/3/2014