

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM486584

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Intellectual Property Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Intent Media, Inc.		08/17/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Hercules Capital, Inc., as Agent		
Street Address:	400 Hamilton Avenue, Suite 310		
City:	Palo Alto		
State/Country:	CALIFORNIA		
Postal Code:	94301		
Entity Type:	Corporation: MARYLAND		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5472388	INTENT MEDIA	
Serial Number:	87697956	MAKE A DIRECT IMPRESSION	
CORRESPONDENCE DATA			
Fax Number:	2138918763		
<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>			
Email:	rhonda.deleon@lw.com		
Correspondent Name:	Latham & Watkins LLP		
Address Line 1:	355 South Grand Avenue		
Address Line 4:	Los Angeles, CALIFORNIA 90071-1560		
ATTORNEY DOCKET NUMBER:	054809-0013		
NAME OF SUBMITTER:	Rhonda DeLeon		
SIGNATURE:	/Rhonda DeLeon/		
DATE SIGNED:	08/17/2018		
Total Attachments: 7			
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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement is entered into as of August 17, 2018 by and between HERCULES CAPITAL, INC., a Maryland corporation (“Agent”), and INTENT MEDIA, INC., a Delaware corporation (“Grantor”).

RECITALS

A. Lender has agreed to refinance the Existing Term Loans, make available certain advances of money and to extend certain financial accommodations (the “Loans”) to Grantor in the amounts and manner set forth in that certain Amended and Restated Loan and Security Agreement by and among Hercules Technology II, L.P., as lender, the several banks and other financial institutions or entities from time to time parties thereto (collectively, referred to as “Lender”), Agent and Grantor, dated as of August 17, 2018 (as the same may be further amended, modified or supplemented from time to time, the “Loan Agreement”); capitalized terms used herein are used as defined in the Loan Agreement).

B. Lender is willing to make the Loans to Grantor, but only upon the condition, among others, that Grantor shall grant to Agent a security interest in certain Copyrights, Trademarks and Patents to secure the obligations of Grantor under the Loan Agreement.

C. Pursuant to the terms of the Loan Agreement, Grantor has granted to Agent a security interest in all of Grantor’s right, title and interest, whether presently existing or hereafter acquired, in, to and under all of the Collateral, subject to Permitted Liens, Permitted Investments and Permitted Indebtedness.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, as collateral security for the prompt and complete payment when due of its obligations under the Loan Agreement and all other agreements now existing or hereafter arising among Lender, Grantor and Agent, Grantor hereby represents, warrants, covenants and agrees as follows:

AGREEMENT

To secure its obligations under the Loan Agreement and under any other agreement now existing or hereafter arising among Lender, Agent and Grantor, Grantor grants and pledges to Agent a security interest in all of Grantor’s right, title and interest in, to and under its Intellectual Property (including without limitation those Copyrights, Patents and Trademarks listed on Exhibits A, B and C hereto), and including without limitation all proceeds thereof (such as, by way of example but not by way of limitation, license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, all rights corresponding thereto throughout the world and all re-issues, divisions continuations, renewals, extensions and continuations-in-part thereof (collectively, the “Intellectual Property Collateral”). Notwithstanding the foregoing, the “Intellectual Property Collateral” shall not include (a) any “intent to use” trademarks at all times prior to the first use thereof, whether by the actual use thereof in commerce, the recording of a statement of use with the United States Patent and Trademark Office or otherwise, and (b) nonassignable licenses or contracts, which by their terms require the consent of the licensor thereof or another party (but only to the extent such prohibition on transfer is enforceable under applicable law, including, without limitation, Sections 9406, 9407 and 9408 of the UCC).

This security interest is granted in conjunction with the security interest granted to Agent under the Loan Agreement. The rights and remedies of Agent with respect to the security interest granted hereby are in addition to those set forth in the Loan Agreement and the other Loan Documents, and those which are now or hereafter available to Agent as a matter of law or equity. Each right, power and remedy of Agent provided for herein or in the Loan Agreement or any of the Loan Documents, 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 Agent of any one or more of the rights, powers or remedies provided for in this Intellectual Property Security Agreement, the Loan Agreement or any of the other Loan Documents, or now or hereafter existing at law or in equity, shall not preclude the simultaneous or later exercise by any person, including Agent, of any or all other rights, powers or remedies.

Grantor represents and warrants that Exhibits A, B, and C attached hereto set forth any and all intellectual property rights in connection to which Grantor has registered or filed an application with either the United States Patent and Trademark Office or the United States Copyright Office, as applicable.

[Signature Page Follows]

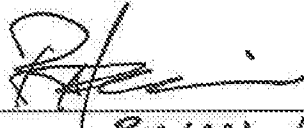
IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

Address of Grantor:

315 Hudson St., 9th Floor
New York, NY 10013
Attention: Chris Kehoe

GRANTOR:

INTENT MEDIA, INC.

By: 
Name: Richard Harris
Title: CEO

[Signature Page to IPSA]

TRADEMARK
REEL: 006434 FRAME: 0515

Address of Agent:

400 Hamilton Avenue, Suite 310
Palo Alto, CA 94301
Attn: Legal Department

AGENT:

HERCULES CAPITAL, INC.


By: 
Name: Zhuo Huang
Title: Associate General Counsel

EXHIBIT A

Copyrights

None.

EXHIBIT B

Patents

Application No./ Patent No.	Title	Filing Date	Issued Date	Country
12793920/ 9836784	Method and system for electronic advertising	6/4/2010	12/5/2017	US
12793865/ 8527341	Method and system for electronic advertising	6/4/2010	9/3/2013	US
12793904/ 8527342	Method and system for electronic advertising	6/4/2010	9/3/2013	US
15283431	Graphical user interface and system for viewing landing page content	10/02/2016	N/A	US
15283432	Graphical user interface and system for viewing landing page content	10/02/2016	N/A	US
15701124	Graphical user interface and system for viewing landing page content	9/11/17	N/A	US

EXHIBIT C

Trademarks

Name	Date Filed	Status	Country	(Application Number) Registration Number
INTENT MEDIA	2/11/2015	Registered	United States	(86531271) 5472388
MAKE A DIRECT IMPRESSION	11/27/2017	Pending	United States	87697956