

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM489670

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Acknowledgment of Termination of Intellectual Property Security Agreement		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
ALLY BANK		08/17/2018	Corporation: UTAH
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CARDLYTICS, INC.		
<b>Street Address:</b>	675 Ponce de Leon Avenue NE, Suite 600		
<b>City:</b>	ATLANTA		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30308		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 9</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4735118	CARDLYTICS INSIGHTS	
<b>Registration Number:</b>	4788388	CARDLYTICS	
<b>Registration Number:</b>	4735307	CARDLYTICS CONNECT	
<b>Registration Number:</b>	4735092	CARDLYTICS LIFT	
<b>Registration Number:</b>	4656219	CARDLYTICS	
<b>Registration Number:</b>	4656212	REACH EVERY ONE	
<b>Registration Number:</b>	3712885	CARDLYTICS	
<b>Serial Number:</b>	86309206	CARDLYTICS	
<b>Serial Number:</b>	86309178	CARDLYTICS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8004947512		
<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>	202-370-4756		
<b>Email:</b>	ipteam@cogencyglobal.com		
<b>Correspondent Name:</b>	Jay daSilva		
<b>Address Line 1:</b>	1025 Vermont Ave NW, Suite 1130		
<b>Address Line 2:</b>	COGENCY GLOBAL INC.		
<b>Address Line 4:</b>	Washington, D.C. 20005		

OP \$240.00 4735118

<b>ATTORNEY DOCKET NUMBER:</b>	F179292 TM TERM OF IPSA
<b>NAME OF SUBMITTER:</b>	Robin Dunn
<b>SIGNATURE:</b>	/Robin Dunn/
<b>DATE SIGNED:</b>	09/12/2018
<b>Total Attachments: 4</b> source=TM Cover Sheet with Ally Bank Termination-Cardlytics#page2.tif source=TM Cover Sheet with Ally Bank Termination-Cardlytics#page3.tif source=TM Cover Sheet with Ally Bank Termination-Cardlytics#page4.tif source=TM Cover Sheet with Ally Bank Termination-Cardlytics#page5.tif	

ACKNOWLEDGMENT OF TERMINATION  
OF INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Acknowledgment of Termination of Intellectual Property Security Agreement is made with reference to the Intellectual Property Security Agreement dated September 14, 2016 by and between **CARDLYTICS, INC.** ("Grantor") as assignor and **ALLY BANK** ("Bank") as assignee (the "IP Agreement").

The IP Agreement was recorded in the United States Patent and Trademark office on September 14, 2016, Reel 040031 at Frame 0066, with respect to the patents set forth on Exhibit A hereto (the "Patents"), and on September 14, 2016, Reel 5877 at Frame 0239 with respect to the trademarks set forth on Exhibit B hereto (the "Trademarks").

Bank hereby acknowledges and agrees that the IP Agreement has been terminated and that all of the rights and interests of Bank thereunder have been terminated, including, without limitation, all of the rights and interests of Bank in and to the Patents and Trademarks.

Bank does hereby further authorize and consent that this Acknowledgment of Termination may be recorded and indexed by the Commissioner of Patents and Trademarks.

Dated: August 17, 2018

ALLY BANK

By: 

Name: Jeff Rushnak

Title: Authorized Signatory

**Exhibit A**

**Patents**

<b>Description</b>	<b>Registration OR Serial Number</b>	<b>Registration OR Filing Date</b>
System and Methods for Merging or Injecting Targeted Marketing Offers with a Transaction Display of an Online Portal	8,438,061	05/07/2013
System and Methods for Delivering Targeted Marketing Offers to Consumers via an Online Portal	8,515,810	08/20/2013
Offer Placement System and Methods for Targeted Marketing Offer Delivery System	8,595,065	11/26/2013
Offer Management System and Methods for Targeted Marketing Offer Delivery System	12/486,146	06/17/2009
System and Methods for Offer Realization and Redemption in a Targeted Marketing Offer Delivery System	12/486,167	06/17/2009
System and Methods for Delivering Targeted Marketing Offers to Consumers via an Online Portal	13/964,536	08/12/2013
System and Methods for Delivering Targeted Marketing Offers to Consumers via an Online Portal	13/970,186	08/19/2013
Offer Placement System and Methods for Targeted Marketing Offer Delivery System	14/079,051	11/13/2013
System and Apparatus for Identifier Matching and Management	14/617,112	02/09/2015

Description	Registration OR Serial Number	Registration OR Filing Date
System and Methods for Purchased Based Targeting, Delivery, and Attribution of Marketing Messages	61/994,656	05/16/2014
System and Methods for Delivering Targeted Marketing Offers to Consumers Via a Transaction Detail System	14/213,267	03/14/2014

**Exhibit B**

**Trademarks**

<b>Description</b>	<b>Registration/Serial/ Application Number</b>	<b>Registration/ Application Date</b>
CARDLYTICS INSIGHT	4735118	05/12/2015
CARDLYTICS (& design)	86309206	06/13/2014
CARDLYTICS (& design)	86309178	06/13/2014
CARDLYTICS	4788388	08/11/2015
CARDLYTICS CONNECT	4735307	05/12/2015
CARDLYTICS LIFT	4735092	05/12/2015
CARDLYTICS	4656219	12/16/2014
REACH EVERY ONE	4656212	12/16/2014
CARDLYTICS	3712885	11/17/2009