

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM498644

<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>
COLLECTIVE, INC.		11/07/2018	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	COLUMBIA PARTNERS, L.L.C., INVESTMENT MANAGEMENT		
<b>Street Address:</b>	5425 WISCONSIN AVE.		
<b>Internal Address:</b>	SUITE 303		
<b>City:</b>	CHEVY CHASE		
<b>State/Country:</b>	MARYLAND		
<b>Postal Code:</b>	20815		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87660572	VISTO HUB	
<b>Serial Number:</b>	87475095	VISTO THE AD HUB	
<b>Registration Number:</b>	5496455	VISTO	
<b>Registration Number:</b>	5284134	VISTO BY COLLECTIVE	
<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@troutman.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 3000		
<b>Address Line 4:</b>	ATLANTA, GEORGIA 30308-2216		
<b>ATTORNEY DOCKET NUMBER:</b>	038837.000010		
<b>NAME OF SUBMITTER:</b>	Christopher C Close, Jr.		
<b>SIGNATURE:</b>	/Christopher C. Close Jr./		
<b>DATE SIGNED:</b>	11/16/2018		

CH \$115.00 87660572

**Total Attachments: 5**

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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 June 9, 2016, as the same may be further amended, modified, supplemented or restated from time to time, by and between COLLECTIVE, INC., a Delaware corporation ("Assignor") and COLUMBIA PARTNERS, L.L.C., INVESTMENT MANAGEMENT, a Delaware limited liability company ("Assignee"). This Addendum is presented for recordation as constructive notice that Assignor, with its principal office at 72 Madison Ave., 3<sup>rd</sup> Floor, New York, NY 10013, the owner of the intellectual property identified in the exhibits attached hereto, has granted to Assignee, with its principal office at 5425 Wisconsin, Ave., Suite 303, Chevy Chase, MD 20815, 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 November 7, 2018.

COLLECTIVE, INC.

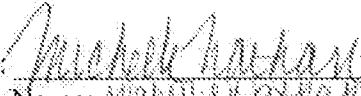
By:   
Name: MICHAEL KOFMAN  
Title: CFO

EXHIBIT A

Copyrights

No.	Description	Registration Number	Application Number
1.	AMP 3.0 software	TX7209438	

EXHIBIT B

Patents

No.	Description	Application Number	Registration Number
1.	System and Method for Targeting Advertisements	15/642,536 (07/06/2017)	
2.	Providing Real-Time Insight Into Cost And Performance Discrepancies Between Disparate Execution Platforms	62510882 (05/25/2017)	
3.	Billing Method Based On Multiple Cost Systems Of Record	62510891 (05/25/2017)	
4.	Multi-Platform Ad Management	62535296 (07/21/2017)	
5.	Systems and Methods for Providing Real-Time Discrepancies Between Disparate Execution Platforms	15/988,818 (05/24/18)	
6.	Systems and Methods for Providing Real-Time Discrepancies Between Disparate Execution Platforms	PCT/US2018/034450 (05/24/18)	
7.	Systems and Methods for Providing Real-Time Values Based on Aggregated Data From Disparate Systems	15/988,850 (05/24/18)	

No.	Description	Application Number	Registration Number
8.	Systems and Methods for Providing Real-Time Values Based on Aggregated Data From Disparate Systems	PCT/US2018/034453 (05/24/18)	
9.	Systems and Methods for Multi-Platform Integration	16/040,690 (07/20/18)	
10.	Systems and Methods for Multi-Platform Integration	PCT/US2018/043005 (07/20/2018)	

EXHIBIT C

Trademarks

No.	Description	Serial Number	Registration Number
1.	VISTO HUB	87/660,572 (10/26/2017)	
2.	VISTO THE AD HUB	87/475,095 (06/05/2017)	
3.	VISTO (& design)		5,496,455 (06/19/2018)
4.	VISTO BY COLLECTIVE		5,284,134 (09/12/2017)