

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM501948

<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>
Sileo, LLC		11/28/2018	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Multiplier Capital, LP		
<b>Street Address:</b>	1920 L Street NW		
<b>Internal Address:</b>	Suite 550		
<b>City:</b>	Washington		
<b>State/Country:</b>	D.C.		
<b>Postal Code:</b>	20815		
<b>Entity Type:</b>	Limited Partnership: DELAWARE		
<b>PROPERTY NUMBERS Total: 9</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4694283	ALTITUDE ARENA	
<b>Registration Number:</b>	3949078	ADGENESIS DIGITAL	
<b>Registration Number:</b>	4179892	ME-COMMERCE	
<b>Registration Number:</b>	4109901	BEEZAG	
<b>Registration Number:</b>	4101771	ADGENESIS	
<b>Registration Number:</b>	4142305	BEEZAG	
<b>Registration Number:</b>	4754025	GENESIS MEDIA	
<b>Registration Number:</b>	4661328	CONTENT UNLOCK	
<b>Registration Number:</b>	5144480	GENESISMEDIA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	800-494-5225		
<b>Email:</b>	ipteam@cogencyglobal.com		
<b>Correspondent Name:</b>	Stewart Walsh		
<b>Address Line 1:</b>	1025 Vermont Ave NW, Suite 1130		
<b>Address Line 2:</b>	Cogency Global Inc.		

OP \$240.00 4694283

<b>Address Line 4:</b>	Washington, D.C. 20005
<b>ATTORNEY DOCKET NUMBER:</b>	1026014 TM
<b>NAME OF SUBMITTER:</b>	Robin Dunn
<b>SIGNATURE:</b>	/Robin Dunn/
<b>DATE SIGNED:</b>	12/13/2018
<b>Total Attachments: 7</b> source=TM Cover Sheet with IPSA-Sileo, LLC#page2.tif source=TM Cover Sheet with IPSA-Sileo, LLC#page3.tif source=TM Cover Sheet with IPSA-Sileo, LLC#page4.tif source=TM Cover Sheet with IPSA-Sileo, LLC#page5.tif source=TM Cover Sheet with IPSA-Sileo, LLC#page6.tif source=TM Cover Sheet with IPSA-Sileo, LLC#page7.tif source=TM Cover Sheet with IPSA-Sileo, LLC#page8.tif	

## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement is entered into as of November 28, 2018 by and between **Multiplier Capital, LP** (“Multiplier”) and Sileo, LLC, a Delaware limited liability company (“Grantor”), with reference to the following facts:

A. Multiplier and Grantor are parties to that certain Loan and Security Agreement dated March 29, 2018 (as amended from time to time, the “Loan Agreement”). (Capitalized terms used herein have the meaning assigned in the Loan Agreement.)

B. Pursuant to the Loan Agreement, Grantor has granted to Multiplier a security interest in all of the Collateral. The Collateral includes without limitation all Intellectual Property (including without limitation the Intellectual Property described herein).

Grantor agrees as follows:

1. To secure performance of all of its “Obligations” as defined in the Loan Agreement, Grantor grants to Multiplier a security interest in all of Grantor’s right, title and interest in Grantor’s Intellectual Property, including without limitation (i) the trademarks and servicemarks listed on Schedule A hereto, whether registered or not, and all applications to register and registrations of the same and like protections, and the entire goodwill of the business of Borrower connected with and symbolized by such trademarks, and (ii) the patents and patent applications listed on Schedule B hereto and all like protections including, without limitation, all improvements, divisions, continuations, renewals, reissues, extensions and continuations-in-part of the same, and (iii) all copyrights, maskworks, software, computer programs and other works of authorship, including without limitation those registered with the United States Copyright Office and listed on Schedule C hereto, and all extensions and renewals thereof, and (iv) all rights to recover for past or future infringement of any of the foregoing, and (v) all right, title and interest in and to any and all present and future license agreements with respect to any of the foregoing, and (vi) all present and future accounts, accounts receivable and other rights to payment arising from, in connection with or relating to any of the foregoing.

2. Grantor represents and warrants that (i) listed on Schedule A hereto are all trademark registrations and pending registrations owned or controlled by Grantor or licensed to Grantor, (ii) listed on Schedule B are all patents and patent applications owned or controlled by Grantor or licensed to Grantor, and (iii) listed on Schedule C are all copyrights, software, computer programs, mask works, and other works of authorship owned or controlled by Grantor which are registered with the United States Copyright Office.

3. Grantor shall not, hereafter, register any maskworks, software, computer programs or other works of authorship subject to United States copyright protection with the United States Copyright Office without first complying with the following: (i) providing Secured Party with at least 15 days prior written notice thereof, (ii) providing Secured Party with a copy of the application for any such registration and (iii) executing and filing such other instruments, and taking such further actions as Secured Party may reasonably request from time to time to perfect or continue the perfection of Secured Party's interest in the Collateral, including without limitation the filing with the United States Copyright Office, simultaneously with the filing by Grantor of the application for any such registration, of a copy of

this Agreement or a Supplement hereto in form acceptable to Secured Party identifying the maskworks, software, computer programs or other works of authorship being registered and confirming the grant of a security interest therein in favor of Secured Party.


4. This Agreement is being executed and delivered pursuant to the Loan Agreement; nothing herein limits any of the terms or provisions of the Loan Agreement, and Multiplier's rights hereunder and under the Loan Agreement are cumulative. This Agreement, the Loan Agreement and the other Loan Documents set forth in full all of the representations and agreements of the parties with respect to the subject matter hereof and supersede all prior discussions, oral representations, oral agreements and oral understandings between the parties. This Agreement may not be modified or amended, nor may any rights hereunder be waived, except in a writing signed by the parties hereto. In the event of any litigation between the parties based upon, arising out of, or in any way relating to this Agreement, the prevailing party shall be entitled to recover all of his costs and expenses (including without limitation attorneys' fees) from the non-prevailing party. This Agreement and all acts, transactions, disputes and controversies arising hereunder or relating hereto, and all rights and obligations of Multiplier and Grantor shall be governed by, and construed in accordance with the internal laws (and not the conflict of laws rules) of the State of New York.

*[signatures on next page]*

Address of Grantor:

221 East 59<sup>th</sup> St., #2  
New York, NY 10022

SILEO, LLC

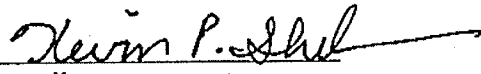
By   
Title CEO

Address of Multiplier:

1920 L Street NW, Suite 550  
Washington DC, 20036

MULTIPLIER CAPITAL, LP

By: Multiplier Capital GP, LLC,  
Its General Partner

By   
Title Manager

*[Signature Page—Intellectual Property Security Agreement]*

SCHEDULE A

Trademarks

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
The Company owns a registered trademark as follows: U.S. Trademark – “ALTITUDE ARENA”.	4694283	03/03/15
AdGenesis Digital	3949078	04/19/11
Me-commerce	4179892	07/24/12
Beezag logo	4109901	03/06/12
Adgenesis	4101771	02/21/12
Beezag (word mark)	4142305	05/15/12
Genesis Media	4754025	06/16/15
Content Unlock	4661328	12/23/14
GenesisMedia	5144480	02/21/17

SCHEDULE B

Patents and Patent Applications

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
Multimedia Content Viewing Confirmation	8,561,097	10/15/13
View Confirmation For On-demand Multimedia Content	8,484,563	07/09/13
Virtual Community For Incentivized Viewing Of Multimedia Content	8,499,241	07/30/13
View Confirmation Using A Challenge	8,589,794	11/19/13
Multimedia Content Viewing Confirmation	8,607,143	12/10/13
Networked Profiling And Multimedia Content Targeting System	8,850,328	09/30/14
Virtual Community For Incentivized Viewing Of Multimedia Content	9,015,589	04/21/15
Networked Profiling And Multimedia Content Targeting System	14/462,563	08/19/14
System and Method for Digital Content Customization	15/704,830	09/14/17
Digital Content generation based on content viewability forecasting	15/055,177	02/26/16
Digital Content generation based on content viewability forecasting	62/256,957	11/18/15
An Audiovisual Material Supply System And Method	61/094,094	09/04/08
An Audio Visual Matter Supply System And Method	61/108,071	10/24/08
An Audiovisual Material Supply System And Method	61/117,668	11/25/08
An Audio Visual Material Supply System And Method	61/162,393	03/23/09

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
View Confirmation For On-Demand Multimedia Content	61/221,024	06/26/09
Virtual Community For Incentivized Viewing Of Multimedia Content	61/223,010	07/03/09
Controlled Distribution Of Multimedia Content	61/227,787	07/23/09
Location Aware Targeted Multimedia Content Delivery	61/227,420	07/21/09
Targeting Multimedia Content based on Marketing Data	61/228,974	07/28/09
On Demand Delivery Of Tagged Multimedia Content	61/232,797	08/11/09
Marketing By Distribution Of Multimedia Content	61/228,981	07/28/09
Dynamic Taxonomization Based Multimedia Targeting System	61/292,482	01/05/10
Selective Distribution Of Rewards	61/374,265	08/17/10
Networked Profiling And Multimedia Content Targeting System	61/454,587	03/21/11
Unlocking Of Locked Multimedia Content	61/721,627	11/02/12

The Company receives a license to use certain proprietary information of others in a majority of its insertion orders and other agreements. The license is limited solely to the services provided by the Company under each agreement.



SCHEDULE C

Copyrights Registered with the United States Copyright Office

<u>Description</u>	Registration/ Application <u>Number</u>	Registration/ Application <u>Date</u>
No copyrights owned or registered by the Company.		

The Company receives a license to use certain proprietary information of others in a majority of its insertion orders and other agreements. The license is limited solely to the services provided by the Company under each agreement.