

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM494528

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SILICON VALLEY BANK		10/05/2018	Corporation:
RECEIVING PARTY DATA			
Name:	DYNAMIC YIELD LTD		
Street Address:	23 BEN YEHUDA STREET		
City:	TEL AVIV JAFFA		
State/Country:	ISRAEL		
Postal Code:	6380501		
Entity Type:	Corporation: ISRAEL		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4941266		
Registration Number:	4941258	DYNAMIC YIELD	
Registration Number:	0277861		
Registration Number:	0277862		
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Phone:	9199072301		
Email:	eden.stright@murgitroyd.com,adam@agoldblatt.com		
Correspondent Name:	Eden Stright		
Address Line 1:	Murgitroyd		
Address Line 2:	4721 Emperor blvd., ste. 430		
Address Line 4:	durham, NORTH CAROLINA 27703		
NAME OF SUBMITTER:	Eden U.I. Stright		
SIGNATURE:	/Eden U.I. Stright/		
DATE SIGNED:	10/18/2018		
Total Attachments: 6			
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**TERMINATION OF SHORT FORM INTELLECTUAL PROPERTY SECURITY
AGREEMENT AND RELEASE OF SECURITY INTEREST
IN PATENT AND TRADEMARK COLLATERAL**

This TERMINATION OF INTELLECTUAL PROPERTY SECURITY AGREEMENT AND RELEASE OF SECURITY INTEREST IN PATENT AND TRADEMARK COLLATERAL (this "Release"), dated as of [October 5], 2018, is made by and among Silicon Valley Bank ("SVB"), in favor of Dynamic Yield LTD, an Israeli entity, and its subsidiary Dynamic Yield, Inc., a Delaware corporation (the "Grantor"). Defined as follows:

WITNESSETH

WHEREAS, pursuant to the Intellectual Property Security Agreement, dated as of March 29, 2018 (the "Security Agreement"), and recorded with the United States Patent and Trademark Office on March 29, 2018 at Reel/Frame No. 6303/0269, the Grantor granted SVB a Lien on and continuing security interest in, all of its right, title and interest in, to and under all Copyrights, Patents, Trademarks and Copyrights (collectively, the "Collateral") pledged by the Grantor described therein, including, without limitation, the United States patents and trademarks set forth on Schedules A and B attached hereto, and all of the goodwill of the business connected with the use of, and symbolized by the Patents and Trademarks;

WHEREAS, the Grantor has paid all of its outstanding indebtedness under the Security Agreement to SVB; and


WHEREAS, the Grantor has requested that SVB release its Lien on and continuing security interest in, all right, title and interest of SVB in and to the Collateral.

NOW, THEREFORE, SVB, hereby terminates, cancels and releases its Lien on and continuing security interest in the Collateral, including, without limitation, the Patents and Trademarks, and all of the goodwill of the business connected with the use of, and symbolized by the Patents and Trademarks, and any and right, title and interest of SVB in the Collateral shall hereby terminate, cease and become void.

SVB agrees to provide the Grantor with any information and additional authorization and documentation necessary to effect the release of SVB's security interest in the Collateral.

IN WITNESS WHEREOF, SVB has caused this Release to be duly executed and delivered by its duly authorized officer as of the date first written above.

Silicon Valley Bank

By: 
Its: Vice President
Date: 10/5/2018

SCHEDULE A

Patents

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
SYSTEMS AND METHODS FOR GENERATING NATURAL LANGUAGE RECOMMENDATION(S) FOR DISTRIBUTING CONTENT TO TARGET USERS	15/690584	08/30/2017

SCHEDULE B

Trademarks

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
DESIGN	4941266	04/19/2016
DYNAMIC YIELD	4941258	04/19/2016

**TERMINATION OF SHORT FORM INTELLECTUAL PROPERTY SECURITY
AGREEMENT AND RELEASE OF SECURITY INTEREST
IN TRADEMARK COLLATERAL**

This TERMINATION OF INTELLECTUAL PROPERTY SECURITY AGREEMENT AND RELEASE OF SECURITY INTEREST IN TRADEMARK COLLATERAL (this "Release"), dated as of [*October 5*], 2018, is made by and among Silicon Valley Bank ("SVB"), in favor of Dynamic Yield LTD, an Israeli entity, and its subsidiary Dynamic Yield, Inc., a Delaware corporation (the "Grantor"). Defined as follows:

WITNESSETH

WHEREAS, pursuant to the Intellectual Property Security Agreement, dated as of December 17, 2015 (the "Security Agreement"), and recorded with the United States Patent and Trademark Office on December 17, 2015 at Reel/Frame No.5691/0733, the Grantor granted SVB a Lien on and continuing security interest in, all of its right, title and interest in, to and under all Copyrights, Patents, Trademarks and Copyrights (collectively, the "Collateral") pledged by the Grantor described therein, including, without limitation, the United States trademarks set forth on Schedule A attached hereto, and all of the goodwill of the business connected with the use of, and symbolized by the Trademarks;

WHEREAS, the Grantor has paid all of its outstanding indebtedness under the Security Agreement to SVB; and

WHEREAS, the Grantor has requested that SVB release its Lien on and continuing security interest in, all right, title and interest of SVB in and to the Collateral.

NOW, THEREFORE, SVB, hereby terminates, cancels and releases its Lien on and continuing security interest in the Collateral, including, without limitation, the Trademarks, and all of the goodwill of the business connected with the use of, and symbolized by the Trademarks, and any and right, title and interest of SVB in the Collateral shall hereby terminate, cease and become void.

SVB agrees to provide the Grantor with any information and additional authorization and documentation necessary to effect the release of SVB's security interest in the Collateral.

IN WITNESS WHEREOF, SVB has caused this Release to be duly executed and delivered by its duly authorized officer as of the date first written above.

Silicon Valley Bank

By: *Ann Peterson*
Its: *Vice President*
Date: *10/5/2018*

SCHEDULE A

Trademarks

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
Dynamic Yield	86752794	September 10, 2015
Design	86752871	September 10, 2015
Dynamic Yield	277861	September 2, 2015
Design	277862	September 2, 2015
Dynamic Yield (Word Mark)	014529895	September 2, 2015
Design (Figurative Mark)	014554919	September 14, 2015

