

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM496502

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PEBBLEPOST, INC.		10/30/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	ESCALATE CAPITAL PARTNERS SBIC III, LP		
Street Address:	6011 WEST COURTYARD DRIVE		
City:	AUSTIN		
State/Country:	TEXAS		
Postal Code:	78730		
Entity Type:	Corporation: TEXAS		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	4892683	PEBBLEPOST	
Registration Number:	4924627	PROGRAMMATIC DIRECT MAIL	
Registration Number:	5089260	PEBBLEPOST	
Registration Number:	5106745	PROGRAMMATIC DIRECT MARKETING	
Registration Number:	5102172	PROGRAMMATIC DIRECT	
Registration Number:	5494079	PROGRAMMATIC CATALOG	
Registration Number:	5488404	PROGRAMMATIC POSTCARD	
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:	7037125390		
Email:	mguidry@mcguirewoods.com		
Correspondent Name:	Melissa Guidry		
Address Line 1:	1750 Tysons Blvd		
Address Line 4:	Tysons, VIRGINIA 22102		
ATTORNEY DOCKET NUMBER:	2067509-0069		
NAME OF SUBMITTER:	Melissa Guidry		
SIGNATURE:	/Melissa Guidry/		

OP \$190.00 4892683

DATE SIGNED:	11/01/2018
---------------------	------------

Total Attachments: 8

- source=Active_108916437_1_Intellectual Property Security Agreement#page1.tif
- source=Active_108916437_1_Intellectual Property Security Agreement#page2.tif
- source=Active_108916437_1_Intellectual Property Security Agreement#page3.tif
- source=Active_108916437_1_Intellectual Property Security Agreement#page4.tif
- source=Active_108916437_1_Intellectual Property Security Agreement#page5.tif
- source=Active_108916437_1_Intellectual Property Security Agreement#page6.tif
- source=Active_108916437_1_Intellectual Property Security Agreement#page7.tif
- source=Active_108916437_1_Intellectual Property Security Agreement#page8.tif

INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement is entered into as of October 30, 2018 by and between **PEBBLEPOST, INC.**, a Delaware corporation ("**Borrower**"), and **ESCALATE CAPITAL PARTNERS SBIC III, LP**, a Delaware limited partnership ("**Lender**").

RECITALS

Lender has agreed to make certain advance of money and to extend certain financial accommodations to Borrower under that certain Loan and Security Agreement by and [among/between] Lender and Borrower dated of even date herewith (as amended, restated, or otherwise modified from time to time, the "**Loan Agreement**"). Capitalized terms used herein are used as defined in the Loan Agreement. Pursuant to the terms of the Loan Agreement, Borrower has granted to Lender a security interest in its personal property.

NOW, THEREFORE, Borrower agrees as follows:

AGREEMENT

To secure its obligations under the Loan Agreement and under any other agreement now existing or hereafter arising between Borrower and Lender, Borrower grants to Lender a security interest in all of Borrower's right, title and interest in, its Intellectual Property (including without limitation those Copyrights, Patents and Trademarks listed on Schedules A, B, and C hereto) and 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. Borrower represents and warrants that Schedules A, B, and C attached hereto set forth any and all intellectual property rights in connection to which Borrower has registered or filed an application with either the United States Patent and Trademark Office or the United States Copyright Office or any other agency of any state or country responsible for the registration of any patent, trademark, copyright, or similar protection, as applicable. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute the same instrument.


[Signature pages 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 Borrower:

BORROWER:

PEBBLEPOST, INC.,
a Delaware corporation

By: 
Name: MARIA SAEZ
Title: CFO

[Signature Page to Intellectual Property Security Agreement]

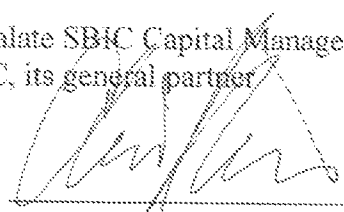
Address of Lender:

6011 West Courtyard Drive, Suite 405
Austin, Texas, 78730

LENDER:

ESCALATE CAPITAL PARTNERS SBIC III, LP,
a Delaware limited partnership

By: Escalate SBIC Capital Management III,
LLC, its general partner

By: 
Name: Chris Kufich
Title: Manager

INTELLECTUAL PROPERTY SECURITY AGREEMENT
(PEBBLEPOST, INC.)
Signature Page

10869929x

TRADEMARK
REEL: 006509 FRAME: 0242


SCHEDULE A
Copyrights

<u>Description</u>	<u>Registration Number</u>	<u>Registration Date</u>
None.		

SCHEDULE B
Patents

<u>Description</u>	<u>Country</u>	<u>Application Number</u>	<u>Application Date</u>
Prospect Selection for Direct Mail	US	62/566,932	10/2/2017
Associating Anonymized Identifiers with Addressable Endpoints	US	62/718,260	8/13/2018
Prospect Selection for Direct Mail	PCT	PCT/US2018/053942	10/2/2018
Prospect Selection for Direct Mail	US	16/149,805	10/2/2018
Collateral Generation System for Direct Mail	US	15/382,086	12/16/2016
Collateral Generation System for Direct Mail	Canada	3,008,842	12/16/2016
Collateral Generation System for Direct Mail	European Patent Office	16876813.3	12/16/2016
Collateral Generation System for Direct Mail	Australia	2016369558	12/16/2016
Collateral Generation System for Direct Mail	New Zealand	743696	12/16/2016
Collateral Generation System for Direct Mail	PCT	PCT/US2016/067281	12/16/2016
Collateral Generation System for Direct Mail	US	62/269,885	12/18/2015

SCHEDULE C
Trademarks

<u>Mark</u>	<u>Registration/ Application Number</u>	<u>Description</u>	<u>Status</u>	<u>Jurisdiction</u>
PEBBLEPOST	Reg. No. 4,892,683	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35) Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)	<u>Filed</u> : June 22, 2015 <u>Registered</u> : Jan. 26, 2016	USA
PROGRAMMATIC DIRECT MAIL	Reg. No. 4,924,627	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35) Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)	<u>Filed</u> : June 22, 2015 Registered Supplemental <u>Register</u> : March 22, 2016	USA
 (PEBBLEPOST and Design)	Reg. No. 5,089,260	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35) Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)	<u>Filed</u> : October 1, 2015 <u>Registered</u> : Nov. 29, 2016	USA
PROGRAMMATIC DIRECT MARKETING	Reg. No. 5,106,745	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35) Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring	<u>Filed</u> : September 1, 2016 Registered Supplemental <u>Registered</u> : Dec. 20, 2016	USA

		software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)		
PROGRAMMATIC DIRECT	Reg. No. 5,102,172	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35)	<u>Filed:</u> September 1, 2016 <u>Registered</u> <u>Supplemental Registered:</u> Dec. 13, 2016	USA
PROGRAMMATIC CATALOG	Reg. No. 5,494,079	Marketing services; direct marketing services; direct mail advertising services; direct mail services in the nature of advertising; dissemination of advertising matter; creation and distribution of dynamically rendered direct mail advertising matter (class 35)	<u>Filed:</u> Dec. 14, 2016 <u>Registered</u> <u>Supplemental Registered:</u> June 12, 2018	USA
PROGRAMMATIC POSTCARD	Reg. No. 5,488,404	Marketing services; direct marketing services; direct mail advertising services; direct mail services in the nature of advertising; dissemination of advertising matter; creation and distribution of dynamically rendered direct mail advertising matter (class 35)	<u>Filed:</u> Jan. 31, 2017 <u>Registered</u> <u>Supplemental Registered:</u> June 5, 2018	USA
PEBBLEPOST	App. No. 1829554	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35) Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)	<u>Filed:</u> March 27, 2017 Application pending	Canada
PEBBLEPOST	Reg. No. 16553802	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35) Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)	<u>Filed:</u> April 5, 2017 <u>Registered:</u> Sept. 1, 2017	E.U

PEBBLEPOST	Reg. No. 3224095	<p>Computer software; computer software for the creation, management, transmission, development and/or design of data, text, images, graphics and/or audio visual materials including online, via the Internet or via other communication networks; computer software for the collection and distribution of data, text, images, graphics and/or audio visual materials including online, via the Internet or via other communication networks (class 9)</p> <p>Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35)</p> <p>Communication of information by electronic means; message sending and message delivery services online, via the Internet or via other communication networks; transmission of information online, via the Internet or via other communication networks; transmission of data, text, images, graphics and/or audio visual materials; transmission of electronic publications online, via the Internet or via other communication networks (class 38)</p> <p>Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)</p>	<p><u>Filed:</u> April 10, 2017 <u>Registered:</u> June 30, 2017</p>	U.K.
PROGRAMMATIC DIRECT MAIL	App. No. 1840129	<p>Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35)</p> <p>Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)</p>	<p><u>Filed:</u> May 31, 2017 Application pending</p>	Canada