

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM502081

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|---|---|------------------------------|-------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY COLLATERAL AT REEL/FRAE NOS. 5355/0636 AND 6297/0277 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| SILICON VALLEY BANK | | 12/07/2018 | Corporation: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | STEEL HOUSE, INC. | | |
| Street Address: | 3644 EASTHAM DRIVE | | |
| City: | CULVER CITY | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90232 | | |
| Entity Type: | Corporation: DELAWARE | | |
| PROPERTY NUMBERS Total: 12 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4569716 | STEELHOUSE CANVAS | |
| Registration Number: | 4569715 | STEELHOUSE CANVAS | |
| Registration Number: | 4394103 | BEHAVIORAL COMMERCE PLATFORM | |
| Registration Number: | 4499640 | REAL TIME OFFERS | |
| Registration Number: | 4136836 | STEELHOUSE | |
| Registration Number: | 553172 | | |
| Serial Number: | 85970924 | NIAGARA | |
| Serial Number: | 85492452 | HONEYCOMB | |
| Serial Number: | 85492449 | HONEYCOMB | |
| Serial Number: | 85492448 | HONEYCOMB | |
| Serial Number: | 85970914 | NIAGARA | |
| Serial Number: | 85904824 | ADS2 | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 7147558290 | | |
| <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> | | | |
| Email: | IPDOCKET@LW.COM, KRISTIN.AZCONA@LW.COM | | |
| Correspondent Name: | LATHAM & WATKINS LLP | | |
| Address Line 1: | 650 TOWN CENTER DRIVE, 20TH FLOOR | | |

OP \$315.00 4569716

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| Address Line 4: | COSTA MESA, CALIFORNIA 92626 |
| ATTORNEY DOCKET NUMBER: | 046749-0014 |
| NAME OF SUBMITTER: | KRISTIN J AZCONA |
| SIGNATURE: | /KJA/ |
| DATE SIGNED: | 12/14/2018 |
| Total Attachments: 5 source=SVB IP Release - Signed_#page1.tif source=SVB IP Release - Signed_#page2.tif source=SVB IP Release - Signed_#page3.tif source=SVB IP Release - Signed_#page4.tif source=SVB IP Release - Signed_#page5.tif | |

**RELEASE OF SECURITY INTEREST IN
INTELLECTUAL PROPERTY COLLATERAL**

This **RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY COLLATERAL** (the "Release") is dated as of December 7, 2018 by SILICON VALLEY BANK ("Bank") in favor of STEEL HOUSE, INC., a Delaware company (the "Grantor").

WITNESSETH

WHEREAS, the Grantor and Bank entered into that certain Loan and Security Agreement dated as of August 26, 2014 (as amended, restated, or otherwise modified from time to time, the "Loan Agreement");

WHEREAS, pursuant to the Loan Agreement, the Grantor executed and delivered to Bank that certain Intellectual Property Security Agreement dated as of August 26, 2014 (the "Intellectual Property Security Agreement") and recorded with the United States Patent and Trademark Office ("USPTO") on (a) September 3, 2014 at Reel/Frame Nos. 5355/0636 and 033677/0972, and (b) March 21, 2018 at Reel/Frame No. 6297/0277, pursuant to which the Grantor granted and pledged to Bank for its benefit and the benefit of the Lenders a security interest in all of its right, title and interest in, to and under the Intellectual Property Collateral (as defined in the Intellectual Property Security Agreement);

WHEREAS, the Grantor has requested that Bank release its security interest in all right, title and interest in, to and under the Intellectual Property Collateral.

NOW, THEREFORE, in consideration of the foregoing, Bank hereby DISCHARGES, TERMINATES and RELEASES, without recourse, representation or warranty, its security interest in all right, title and interest in, to and under the Intellectual Property Collateral, including the issued patents, patent applications, trademark registrations, and trademark applications set forth in Schedule I attached hereto and incorporated herein by reference, and agrees that all the security interest in the Intellectual Property Collateral is hereby discharged, terminated and released. The undersigned hereby transfers and assigns to the Grantor, without recourse, representation or warranty, any and all right, title and interest that Bank may have obtained in, to and under the Intellectual Property Collateral under the Loan Agreement and Intellectual Property Security Agreement.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Bank has caused this Release to be duly executed and delivered as of the date first written above.

SILICON VALLEY BANK

By: Mark Turk
Name: Mark Turk
Title: Managing Director

SCHEDULE I
to
RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY COLLATERAL

Copyrights

None.

Patents

| TITLE | REGISTRATION/ APPLICATION DATE | REGISTRATION/ APPLICATION NUMBER |
|--|---|---|
| Offer Generation Based Upon User Activity | 03/06/2014 07/22/2013 | 20140067531 13947766 |
| Offer Redirection Based on Prior Activity | 03/06/2014 07/22/2013 | 20140067524 13947753 |
| User-Based Segmentation and Selection of Offers | 10/18/2012 04/14/2011 | 20120265614 13087157 |
| Dynamic Frequency Capping With Escalating Offers | 01/10/2013 07/05/2011 | 20130013391 13176659 |

Trademarks

| Mark | Registration / Application Date | Registration / Application Number |
|---------------------------------|--|--|
| NIAGARA | June 26, 2013 | 85970924 |
| STEELHOUSE CANVAS | July 15, 2014 | 4569716 |
| STEELHOUSE CANVAS | July 15, 2014 | 4569715 |
| HONEYCOMB | December 11, 2011 | 85492452 |
| HONEYCOMB | December 11, 2011 | 85492449 |
| HONEYCOMB | December 11, 2011 | 85492448 |
| NIAGARA | June 26, 2013 | 85970914 |
| ADS2 | April 15, 2013 | 85904824 |
| BEHAVIORAL COMMERCE PLATFORM | August 27, 2013 | 4394103 |
| REAL TIME OFFERS | March 18, 2014 | 4499640 |
| STEELHOUSE | May 1, 2012 | 4136836 |
| DYNAMIC SPEND OPTIMIZATION | July 31, 2018 | 553172 |
| STEELHOUSE | May 1, 2012 | 4136836 |