

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM521811

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Silicon Valley Bank		04/30/2019	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	ZEFR, Inc.		
Street Address:	1621 Abbot Kinney Boulevard		
City:	Venice		
State/Country:	CALIFORNIA		
Postal Code:	90291		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86817199	INFLUENCERID	
CORRESPONDENCE DATA			
Fax Number:	6196992701		
<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:	6196992700		
Email:	chuck.lehneis@dlapiper.com		
Correspondent Name:	DLA PIPER LLP (US)		
Address Line 1:	401 B STREET		
Address Line 2:	SUITE 1700		
Address Line 4:	SAN DIEGO, CALIFORNIA 92101		
NAME OF SUBMITTER:	Matt Schwartz		
SIGNATURE:	/s/ Matt Schwartz		
DATE SIGNED:	05/02/2019		
Total Attachments: 2			
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REASSIGNMENT AND RELEASE OF SECURITY INTEREST

This Reassignment and Release of Security Interest is executed as of April 30, 2019 by SILICON VALLEY BANK, a California corporation (the “Assignor”) for the benefit of ZEFR, INC., a Delaware corporation (the “Assignee”), with its principal executive office located at 1621 Abbot Kinney Boulevard, Venice, CA 90291.

RECITALS

A. WHEREAS, Assignee assigned certain interests in the intellectual property described on Exhibit A, Exhibit B and Exhibit C thereto (collectively, the “IP Collateral”) to Assignor pursuant to a certain Intellectual Property Security Agreement dated as of March 17, 2016 and recorded with the U.S. Patent and Trademark Office on March 29, 2016 at (i) Reel/Frame 038299/0124 with respect to patent interests and (ii) Reel/Frame 5760/0481 with respect to trademark interests.

B. WHEREAS, Assignee has entered into a certain Asset Purchase Agreement of even date herewith (the “Purchase Agreement”) with Current Technologies, LLC, a Delaware limited liability company (“Purchaser”), pursuant to which Assignee will sell, and Purchaser will acquire, all right, title and interest in and to Assignee’s “InfluencerID” business unit, including the interests in the IP Collateral described on Schedule A (the “InfluencerID IP Collateral”).

C. WHEREAS, the Assignor has consented to the transactions contemplated by the Purchase Agreement and wishes to release and reassign all interest that such Assignor may have in the InfluencerID IP Collateral.

AGREEMENT

Now therefore Assignor agrees that it releases its security interest in all of Assignee’s right, title, and interest in, to and under its InfluencerID IP Collateral, and including without limitation 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.

ASSIGNOR:

Address:

3003 Tasman Drive
Santa Clara, CA 95054

SILICON VALLEY BANK

DocuSigned by:
Steven Reel
By: _____
Name: Steven Reel
Title: Managing Director

SCHEDULE A

Patent

<u>Description</u>	<u>Patent No.</u>	<u>Issue Date</u>
Earned Media Generation	9430560	8/30/16

Trademark

<u>Description</u>	<u>Serial No.</u>	<u>File Date</u>
INFLUENCERID	86817199	11/11/15