

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM521815

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Silicon Valley Bank		04/30/2019	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ZEFR, Inc.		
<b>Street Address:</b>	1621 Abbot Kinney Boulevard		
<b>City:</b>	Venice		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90291		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86817199	INFLUENCERID	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	6196992700		
<b>Email:</b>	chuck.lehneis@dlapiper.com		
<b>Correspondent Name:</b>	DLA PIPER LLP (US)		
<b>Address Line 1:</b>	401 B STREET		
<b>Address Line 2:</b>	SUITE 1700		
<b>Address Line 4:</b>	SAN DIEGO, CALIFORNIA 92101		
<b>NAME OF SUBMITTER:</b>	Matt Schwartz		
<b>SIGNATURE:</b>	/s/ Matt Schwartz		
<b>DATE SIGNED:</b>	05/02/2019		
<b>Total Attachments: 2</b>			
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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 038299/0113 with respect to patent interests and (ii) Reel/Frame 5760/0468 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