

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM525842

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release of IP Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ally Bank		05/31/2019	Corporation: UTAH
RECEIVING PARTY DATA			
Name:	Mapp Digital US, LLC		
Street Address:	9276 Scranton Road, Suite 500		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92121		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3045433	BLUEHORNET	
Registration Number:	3045439		
Registration Number:	3496091	BLUEHORNET	
Registration Number:	3496090		
Registration Number:	3461052	FIRECLICK	
Registration Number:	3447077	SURESEND	
Registration Number:	4205018	SOCIALLOOP	
CORRESPONDENCE DATA			
Fax Number:	8004947512		
<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:	202-370-4756		
Email:	ipteam@cogencyglobal.com		
Correspondent Name:	Jay daSilva		
Address Line 1:	1025 Vermont Ave NW, Suite 1130		
Address Line 2:	COGENCY GLOBAL INC.		
Address Line 4:	Washington, D.C. 20005		
ATTORNEY DOCKET NUMBER:	1089928 TM REL MAPP US		
NAME OF SUBMITTER:	Robin Dunn		
SIGNATURE:	/Robin Dunn/		

OP \$190.00 3045433

DATE SIGNED:	05/31/2019
Total Attachments: 3 source=Mapp Digital US-IP Termination re TM-Ally#page2.tif source=Mapp Digital US-IP Termination re TM-Ally#page3.tif source=Mapp Digital US-IP Termination re TM-Ally#page4.tif	

RELEASE OF
INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Release of Intellectual Property Security Agreement is made with reference to the Intellectual Property Security Agreement dated November 7, 2017 by and between ALLY BANK ("Bank") and MEME Global Holdings Ltd., MEP BH Acquisitionco, Inc., BH Midco Inc., Mapp Digital US, LLC and Mapp Digital UK Ltd. (each a "*Grantor*" and collectively the "*Grantors*").

The Intellectual Property Security Agreement was recorded in the United States Patent and Trademark on November 7, 2017, Reel 6199 at Frame 0018, with respect to the trademarks set forth on Exhibit A hereto (the "Trademarks") and Reel 044056 at Frame 0681 with respect to the patents set forth on Exhibit B hereto (the "Patents").

Bank hereby acknowledges and agrees that the Intellectual Property Security Agreement has been terminated and that all of the rights and interests of Bank thereunder have been terminated, including, without limitation, all of the rights and interests of Bank in and to the Trademarks and the Patents.

Bank does hereby further authorize and consent that this Release of Intellectual Property Security Agreement may be recorded by the Commissioner of Patents and Trademarks.

Dated: May 31, 2019

ALLY BANK

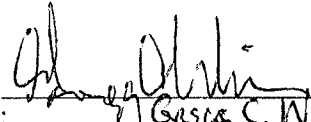
By: 
Name: Gregory C. Wise
Title: Authorized Signatory

Exhibit A
Trademarks

Description	Registration/ Application Number	Registration/ Application Date
BlueHornet	3045433	01/17/06
BlueHornet (Design)	3045439	01/17/06
BlueHornet	3496091	09/02/08
BlueHornet (Design)	3496090	09/02/08
Fireclick	3461052	07/08/08
Suresend	3447077	06/10/08
SocialLoop	4205018	09/11/12

Exhibit B

Patents

Description	Patent/ Application Number	Registration/ Filing Date
Subscriber List System and Method	8,516,057	08/20/13
Localized Time Zone Delivery System and Method	9,767,462	09/19/17
Remote Segmentation System and Method	8,856,094	10/07/14
Scaled Subscriber Profile Groups for Emarketers	12/172,028	07/11/08
Email Strategy Templates System and Method	13/358,440	01/25/12
Scaled Subscriber Profile Groups for Emarketers	14/301,067	06/10/14