

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM526795

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Nativo, Inc.		03/31/2015	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Western Alliance Bank, an Arizona corporation F/K/A Bridge Bank, National Association		
<b>Street Address:</b>	55 Almaden Boulevard, Suite 100		
<b>City:</b>	San Jose		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95113		
<b>Entity Type:</b>	Corporation: ARIZONA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88139908	MEMO	
<b>Serial Number:</b>	87206132	SIMPLEREACH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	7033826485		
<b>Email:</b>	DHall@VLPLawGroup.com		
<b>Correspondent Name:</b>	Davis Hall		
<b>Address Line 1:</b>	1029 N Stuart Street		
<b>Address Line 2:</b>	Unit 200		
<b>Address Line 4:</b>	Arlington, VIRGINIA 22201		
<b>NAME OF SUBMITTER:</b>	Davis Hall		
<b>SIGNATURE:</b>	/DavisHall/		
<b>DATE SIGNED:</b>	06/06/2019		
<b>Total Attachments: 6</b>			
source=(WAL-Natvio) IPSA_3-31-15 (as filed 6-6-19)#page1.tif			
source=(WAL-Natvio) IPSA_3-31-15 (as filed 6-6-19)#page2.tif			
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## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT, dated as of March 31, 2015, (the "Agreement") between BRIDGE BANK, NATIONAL ASSOCIATION ("Lender") and NATIVO, INC., ("Grantor") is made with reference to the Loan and Security Agreement, dated as of March 31, 2015 (as amended from time to time, the "Loan Agreement"), between Lender and Grantor. Terms defined in the Loan Agreement have the same meaning when used in this Agreement.

For good and valuable consideration, receipt of which is hereby acknowledged, Grantor hereby covenants and agrees as follows:

To secure the Obligations under the Loan Agreement, Grantor grants to Lender a security interest in all right, title, and interest of Grantor in any of the following, whether now existing or hereafter acquired or created in any and all of the following property (collectively, the "Intellectual Property Collateral"):

(a) copyright rights, copyright applications, copyright registrations and like protections in each work or authorship and derivative work thereof, whether published or unpublished and whether or not the same also constitutes a trade secret, now or hereafter existing, created, acquired or held (collectively, the "Copyrights"), including the Copyrights described in Exhibit A;

(b) trademark and servicemark rights, whether registered or not, applications to register and registrations of the same and like protections, and the entire goodwill of the business of Borrower connected with and symbolized by such trademarks (collectively, the "Trademarks"), including the Trademarks described in Exhibit B;

(c) patents, patent applications and like protections including without limitation improvements, divisions, continuations, renewals, reissues, extensions and continuations-in-part of the same (collectively, the "Patents"), including the Patents described in Exhibit C;

(d) mask work or similar rights available for the protection of semiconductor chips or other products (collectively, the "Mask Works");

(e) trade secrets, and any and all intellectual property rights in computer software and computer software products;

(f) design rights;

(g) claims for damages by way of past, present and future infringement of any of the rights included above, with the right, but not the obligation, to sue for and collect such damages for said use or infringement of the intellectual property rights identified above;

(h) licenses or other rights to use any of the Copyrights, Patents, Trademarks, or Mask Works, and all license fees and royalties arising from such use to the extent permitted by such license or rights;

(i) amendments, renewals and extensions of any of the Copyrights, Trademarks, Patents, or Mask Works; and

(j) proceeds and products of the foregoing, including without limitation all payments under insurance or any indemnity or warranty payable in respect of any of the foregoing.

The rights and remedies of Lender with respect to the security interests granted hereunder are in addition to those set forth in the Loan Agreement, and those which are now or hereafter available to Lender as a matter of law or equity. Each right, power and remedy of Lender provided for herein or in the Loan Agreement, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall

be in addition to every right, power or remedy provided for herein, and the exercise by Lender of any one or more of such rights, powers or remedies does not preclude the simultaneous or later exercise by Lender of any other rights, powers or remedies.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

GRANTOR:  
NATIVO, INC.

LENDER:  
BRIDGE BANK, NATIONAL ASSOCIATION

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: JUSTIN CHOI

Name: \_\_\_\_\_

Title: CEO

Title: \_\_\_\_\_

Address for Notices:  
NATIVO, INC.  
200 North Sepulveda Blvd., Suite 400  
El Segundo, CA 90245  
Attn: Justin Choi  
FAX: ( ) \_\_\_\_\_  
EMAIL: \_\_\_\_\_

Address for Notices:  
Bridge Bank, National Association  
3200 Park Center Plaza, Suite 350  
Costa Mesa, CA 92626  
Attn: Mark Breneman  
FAX: ( ) \_\_\_\_\_  
EMAIL: mark.breneman@bridgebank.com

be in addition to every right, power or remedy provided for herein, and the exercise by Lender of any one or more of such rights, powers or remedies does not preclude the simultaneous or later exercise by Lender of any other rights, powers or remedies.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

**GRANTOR:**

NATIVO, INC.

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address for Notices:

NATIVO, INC.  
200 North Sepulveda Blvd., Suite 400  
El Segundo, CA 90245  
Attn: Justin Choi  
FAX: (\_\_\_\_) \_\_\_\_\_  
EMAIL: \_\_\_\_\_

**LENDER:**

BRIDGE BANK, NATIONAL ASSOCIATION

By: Justin Choi

Name: Grant Simon

Title: Relationship Manager

Address for Notices:

Bridge Bank, National Association  
3200 Park Center Plaza, Suite 350  
Costa Mesa, CA 92626  
Attn: Mark Breneman  
FAX: (\_\_\_\_) \_\_\_\_\_  
EMAIL: mark.breneman@bridgebank.com

EXHIBIT A  
COPYRIGHTS

Please Check if No Copyrights Exist

Type of Work:	Title:	International Standard Serial Number (ISSN):	Registration Number:	Filing Date:	Pre-registered?

Exhibit B  
TRADEMARKS

Please Check if No Trademarks Exist

<u>Mark / Title:</u>	<u>U.S. Serial Number:</u>	<u>U.S. Registration Number:</u>	<u>UPTO Reference Number:</u>	<u>Filing Date:</u>
N NATIVO	85841304	4697951		2/5/13
NATIVO	85861547	4657852		2/27/13
MEMO	88139908	5745501		10/2/18
SIMPLEREACH	87206132	5240137		10/17/16

EXHIBIT C  
PATENTS

Please Check if No Patents Exist

<u>Title:</u>	<u>Patent Number:</u>	<u>Application Serial Number:</u>	<u>Issued or Published?</u>	<u>Issue Date:</u>
Brand monitoring and marketing system	N/A	11359003	Published	2/21/06
Press release distribution system	N/A	11772014	Published	6/29/07
Press release distribution system	N/A	13871794	Published	4/26/13
Press release distribution system	N/A	15485153		4/11/17
Detecting compatible layouts for content-based native ads	N/A	15841165		12/13/17
Press release distribution system	N/A	15476876		3/31/17
Brand monitoring and marketing system	N/A	15009752		1/28/16
Press release distribution system	9652781	15069908		3/14/16
Measuring content consumption	9912768	15142439		4/29/16
Detecting compatible layouts for content-based native ads	9880994	14310933		6/20/14
MEASURING CONTENT CONSUMPTION		15880278		1/25/18