

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM534495

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Venture Lending & Leasing VII, Inc.		07/29/2019	Corporation: MARYLAND
Venture Lending & Leasing VIII, Inc.		07/29/2019	Corporation: MARYLAND
RECEIVING PARTY DATA			
Name:	APPTIMIZE, INC.		
Street Address:	330 Townsend Street		
Internal Address:	Suite 234		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94107		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85865776	APPTIMIZE	
CORRESPONDENCE DATA			
Fax Number:	4157774961		
<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:	415 981 1400		
Email:	nsust@grmslaw.com		
Correspondent Name:	Jeffrey T. Klugman		
Address Line 1:	1 Front Street		
Address Line 2:	Suite 3200		
Address Line 4:	San Francisco, CALIFORNIA 94111		
NAME OF SUBMITTER:	Jeffrey T. Klugman		
SIGNATURE:	/Jeffrey T. Klugman/		
DATE SIGNED:	07/31/2019		
Total Attachments: 2			
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OP \$40.00 85865776

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
RELEASE OF SECURITY INTEREST IN TRADEMARKS

Whereas, APPTIMIZE, INC., a Delaware corporation, whose post office address is 330 Townsend Street, Suite 234, San Francisco, CA 94107 ("Assignor"), had granted, to secure the repayment of loans made under a Loan and Security Agreement, dated as of August 27, 2015 (as amended, the "Loan Agreement"), pursuant to the Loan Agreement, a security interest and mortgage in certain personal property assets of Assignor, including all right, title and interest of Assignor in, to and under all of Assignor's Trademarks (as defined in the IP Security Agreement (as defined below)), including all trademarks, trademark applications and trademark licenses, as specifically listed on the attached "Schedule 1," whether presently existing or hereafter arising or acquired, and all products and proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof for the full term of the trademark (all of the foregoing are collectively called the "Trademarks") to each of Venture Lending & Leasing VII, Inc. and Venture Lending & Leasing VIII, Inc., both Maryland corporations, having a mailing address at 104 La Mesa Dr., Suite 102, Portola Valley, CA 94028 (together, "Assignee"), by an Intellectual Property Security Agreement, dated as of August 27, 2015 (the "IP Security Agreement"), and the Loan Agreement, and recorded at the United States Patent and Trademark Office.

Now, therefore, for good and valuable consideration provided to Assignee by Assignor, Assignee, by these presents, does release, without warranty or recourse, Assignor from Assignee's security interest in the entire right, title and interest in and to the Trademarks.

Executed this 29th day of July 2019, at Portola Valley, California.

ASSIGNEE:

VENTURE LENDING & LEASING VII, INC.

By: _____

Name: David Wanek

Title: Vice President

VENTURE LENDING & LEASING VIII, INC.

By: _____

Name: David Wanek

Title: Vice President

SCHEDULE I

Trademarks

Description (Country)

Registration/Application Number

<u>Description (Country)</u>	<u>Registration/Application Number</u>
Apptimize	85865776

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