

900511237 08/15/2019

**TRADEMARK ASSIGNMENT COVER SHEET**

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM536781

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
ESCALATE CAPITAL PARTNERS SBIC III, LP		08/14/2019	Corporation: DELAWARE Limited Partnership

**RECEIVING PARTY DATA**

<b>Name:</b>	YIELDMO, INC.
<b>Street Address:</b>	33 WEST 17TH STREET, SUITE 201
<b>City:</b>	NEW YORK
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10011
<b>Entity Type:</b>	Corporation: DELAWARE

**PROPERTY NUMBERS Total: 4**

Property Type	Number	Word Mark
Registration Number:	4755727	YIELDMO
Registration Number:	4461377	YIELDMO
Registration Number:	4764742	SAVING THE WORLD FROM BAD MOBILE ADS
Registration Number:	4901514	EXPECT MORE FROM MOBILE ADVERTISING

**CORRESPONDENCE DATA**

**Fax Number:** 2149326499  
*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.*  
**Phone:** 2149326400  
**Email:** sshernandez@mcguirewoods.com  
**Correspondent Name:** ADNAN QAZI  
**Address Line 1:** 2000 MCKINNEY AVENUE, SUITE 1400  
**Address Line 2:** MCGUIREWOODS LLP  
**Address Line 4:** DALLAS, TEXAS 75201

<b>ATTORNEY DOCKET NUMBER:</b>	2067509-0051
<b>NAME OF SUBMITTER:</b>	Stephanie Hernandez
<b>SIGNATURE:</b>	/Stephanie Hernandez/
<b>DATE SIGNED:</b>	08/15/2019
<b>Total Attachments: 5</b>	

OP \$115.00 4755727

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**TERMINATION AND RELEASE OF SECURITY INTEREST IN  
PATENTS, TRADEMARKS AND COPYRIGHTS**

This **TERMINATION AND RELEASE OF SECURITY INTEREST IN PATENTS, TRADEMARKS AND COPYRIGHTS**, dated as of August 14, 2019 ("Release"), is made by **ESCALATE CAPITAL PARTNERS SBIC III, LP**, a Delaware limited partnership ("Lender"), in favor of **YIELDMO, INC.**, a Delaware corporation ("Borrower").

**WHEREAS**, pursuant to (i) Loan and Security Agreement dated as of August 1, 2016 (as amended from time to time, the "Loan Agreement") by and between Lender and Borrower and (ii) that certain Intellectual Property Security Agreement dated as of August 1, 2016 by and between Borrower and Lender (the "IP Agreement"), Borrower granted and conveyed to Lender a security interest in the entire right, title and interest of such Borrower in and to all of such Borrower's Patents, Trademarks and Copyrights;

**NOW THEREFORE**, in consideration of the mutual promises and undertakings set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and with the intention of being legally bound hereby, Lender agrees as follows:

**SECTION 1. Defined Terms.** Capitalized terms used herein without definition shall have the meanings ascribed to such terms in the Loan Agreement or IP Agreement, as applicable.

**SECTION 2. Termination and Release.** Lender, without representation, warranty, or recourse, hereby:

(a) terminates, cancels, discharges, and releases the mortgage, pledge, and hypothecation and lien on and security interest in and to the entire right, title, and interest of Borrower in and to all of such Borrower's Patents, Trademarks and Copyrights, including, but not limited to, the foregoing listed on Schedule A attached hereto, granted pursuant to the Loan Agreement and the IP Agreement; and

(b) authorizes the recordation of this Release with the USPTO and the Copyright Office, as applicable, at Borrower expense.


**SECTION 3. Choice of Law.** This Release shall be governed by and construed in accordance with the laws of the State of California, without regard to its conflict of laws principles.

*[Remainder of Page Intentionally Left Blank; Signature Page Follows]*

**IN WITNESS WHEREOF**, Lender has caused this Termination and Release of Security Interest in Patents, Trademarks and Copyrights to be duly executed as of the date first set forth above.

**ESCALATE CAPITAL PARTNERS SBIC III, LP,**  
a Delaware limited partnership

By: Escalate SBIC Capital Management III, LLC,  
its general partner

By:   
Name: Simon James  
Title: Manager

SCHEDULE A

**PATENTS, TRADEMARKS AND COPYRIGHTS**

See attached.

LIST OF REGISTERED PATENTS, TRADEMARKS  
AND COPYRIGHTS

1. Trademarks

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
YIELDMO	4,755,727	6/16/2015
YIELDMO (w/color)	4,461,377	1/7/2014
SAVING THE WORLD FROM BAD MOBILE ADS	4,764,742	6/30/2015
EXPECT MORE FROM MOBILE ADVERTISING	4,901,514	2/16/2016

2. Patents

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
As advertisement that changes its displayed content based on a manipulation of a webpage by a user; abstracted “hyperscroller.”	PRV 62/068,646 US 14/592,883 <sup>1</sup> PCT/US15/64460	10/25/2014 1/8/2015 12/8/2015
Header, footer, and intermediate advertisements for the same brand or product on one webpage.	PRV 62/059,974 US 14/668,937 PCT/US15/53112	10/5/2014 3/25/2015 9/30/2015
Multiple segments of one advertising campaign interspersed throughout on one webpage or across multiple webpages; abstracted “stories.”	PRV 62/119,176 US 15/048,994 PCT/US16/18819	2/21/2015 2/19/2016 2/20/2016
Testing and modifying advertisement formats for various optimization requirements and reusing optimized formats for similar users or at similar locations.	PRV 62/114,564 US 15/040,850 PCT/US16/17410	2/10/2015 2/10/2016 2/10/2016
(Pettitt, acquired) Republishing and syndicating digital content; registering a syndication engine to indicate content for syndication + monetization model for content.	PRV 61/447,567 US 14/012,066	2/18/2012 8/28/2013
Advertisement format optimized for a particular user and reused for future advertisements on the user’s device.	PRV 62/175,205	6/12/2015
Hyperscroller, hyperplay, hyperplay window, etc., including hyper-X generator, hyper-X video UX, video ad builder, and hyper-X interaction and engagement.	PRV 62/197,929 US 15/217.879	7/28/2015 7/22/2016
Caching web pages to correct state loss in back-forward caching in mobile Safari on iOS.	PRV 62/200,606	8/3/2015

<sup>1</sup> This application has been abandoned.

3. U.S. Copyrights

None.