

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM547517

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Release of Trademark Security Interest recorded at Reel 5107/Frame 0137, Reel 5739/Frame 0615, and Reel 5984/Frame 0409		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Viant Technology LLC (as assigned from Bank of America, and pursuant to change of name)		10/30/2019	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Viant Technology LLC		
<b>Street Address:</b>	4 Park Plaza, Suite 1500		
<b>City:</b>	Irvine		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92614		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85915353	ADTRICITY	
<b>Registration Number:</b>	4342979	ADML	
<b>Registration Number:</b>	3987664	REAL DEMO	
<b>Registration Number:</b>	3523094	VINDICO	
<b>Registration Number:</b>	3633593	ADDIRECTOR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9494754754		
<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>	949-451-3800		
<b>Email:</b>	skann@gibsondunn.com		
<b>Correspondent Name:</b>	Stephanie Kann		
<b>Address Line 1:</b>	3161 Michelson Drive		
<b>Address Line 2:</b>	Gibson, Dunn & Crutcher LLP		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92612		
<b>ATTORNEY DOCKET NUMBER:</b>	94789-00005		
<b>NAME OF SUBMITTER:</b>	Stephanie Kann		

CH \$140.00 85915353

<b>SIGNATURE:</b>	/stephanie kann/
<b>DATE SIGNED:</b>	10/31/2019
<b>Total Attachments: 4</b> source=Viant - TM release - Reel 5107_Frame 0137#page1.tif source=Viant - TM release - Reel 5107_Frame 0137#page2.tif source=Viant - TM release - Reel 5107_Frame 0137#page3.tif source=Viant - TM release - Reel 5107_Frame 0137#page4.tif	

## RELEASE OF TRADEMARK SECURITY INTEREST

This RELEASE OF TRADEMARK SECURITY INTEREST (this “Release”) is made as of October 30, 2019, by **VIANT TECHNOLOGY LLC**, in its capacity as Lender under (and as defined in) the Security and Pledge Agreement referred to below (as assigned from Bank of America, and pursuant to change of name from TI NEWCO LLC)(the “Lender”) for the benefit of **VIANT TECHNOLOGY LLC**, a Delaware limited liability company (assigned from Vindico LLC, and pursuant to change of name from TI NEWCO LLC)(the “Grantor”). Capitalized terms used but not otherwise defined herein shall have the respective meanings ascribed thereto in the Security and Pledge Agreement (as defined below) or the Trademark Security Agreement (as defined below) as applicable.

### W I T N E S S E T H:

WHEREAS, the Grantor and the Lender are parties to that certain (i) Security and Pledge Agreement, dated as of September 6, 2013 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “Security and Pledge Agreement”); and (ii) Notice of Grant of Security Interest in Trademarks, dated as of September 6, 2013 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “Trademark Security Agreement”), pursuant to which the Grantor has granted to the Lender for the benefit of the Secured Parties a lien on and security interest in all of the right, title and interest of the Grantor in, to and under the Trademarks (as defined in the Security and Pledge Agreement), including the trademarks set forth on Schedule I hereto; and

WHEREAS, the Trademark Security Agreement was recorded in the United States Patent and Trademark Office on September 9, 2013 at Reel 5107 and Frame 0137, and the subsequent Notice of Assignment of Grant of Security Interest in Trademarks was recorded February 25, 2016 at Reel 5739 and Frame 0615, and the subsequent Change of Name recorded February 8, 2017 at Reel 5984 and Frame 0409; and

WHEREAS, Grantor has requested that the Lender release, and the Lender is willing to release its lien on and security interest in, and any other right, title, and interest it may have in, to and under the Trademarks, including, without limitation, the trademarks set forth on Schedule I hereto.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Lender hereby agrees as follows:

1. The Lender does hereby irrevocably terminate, release and discharge the entirety of any and all liens or security interests that it may have in, and all claims, whether presently existing or hereafter acquired or created, pursuant to the Security and Pledge Agreement or Trademark Security Agreement to the Trademarks, including, without limitation, the trademarks (including the trademark registrations and trademark applications) set forth on Schedule I hereto, the goodwill of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, and any right, title or interest of the Lender in such Trademarks

shall hereby terminate, cease and become void. The Lender hereby assigns, transfers and conveys any and all right, title or interest of the Lender in the Trademarks to the Grantor.

2. The Lender, on behalf of itself and the Secured Parties, does hereby terminate and cancel the Trademark Security Agreement.

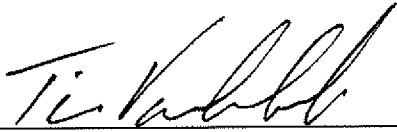
3. This Release may be executed in any number of counterparts (including electronic transmission and facsimile counterparts), each of which when so executed and delivered shall be deemed an original, but all such counterparts together shall constitute but one and the same instrument.

4. This Release and the rights and obligations of the parties hereunder shall be governed by, and shall be construed and enforced in accordance with, the laws of the State of New York.

[Signature page follows]

IN WITNESS WHEREOF, the undersigned has caused this Release of Trademark Security Interest to be executed and delivered as of the date first written above.

**VIANT TECHNOLOGY LLC, as Lender**

By: 

Name: Tim Vanderhook

Title: Chief Executive Officer

**SCHEDULE I**

**U.S. Trademarks**

**Pending Application**

<b>Mark</b>	<b>Serial No.</b>	<b>Filing Date</b>
ADTRICITY	85/915,353	4/25/2013

**Registered Trademarks**

<b>Mark</b>	<b>Reg. No.</b>	<b>Reg. Date</b>
ADML	4,342,979	5/28/2013
REAL DEMO	3,987,664	7/5/2011
VINDICO	3,523,094	10/28/2008
ADDIRECTOR	3,633,593	6/9/2009