

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM547522

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release of Trademark Security Interest recorded at Reel 5107/Frame 0143, Reel 5739/Frame 0590, and Reel 5984/Frame 0576		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Viant Technology LLC (as assigned from Bank of America, and pursuant to change of name)		10/30/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Viant Technology LLC (as assigned from Specific Media LLC, and pursuant to change of name)		
Street Address:	4 Park Plaza, Suite 1500		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92614		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3954603	JEN AND BARB MOM LIFE	
Registration Number:	3753909	BBE	
Registration Number:	3755743	BBE THE DIGITAL VIDEO AUTHORITY	
Registration Number:	4509783	HOUSEHOLDING	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	949-451-3800		
Email:	skann@gibsondunn.com		
Correspondent Name:	Stephanie Kann		
Address Line 1:	3161 Michelson Drive		
Address Line 2:	Gibson, Dunn & Crutcher LLP		
Address Line 4:	Irvine, CALIFORNIA 92612		
ATTORNEY DOCKET NUMBER:	94789-00005		
NAME OF SUBMITTER:	Stephanie Kann		

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SIGNATURE:	/stephanie kann/
DATE SIGNED:	10/31/2019
Total Attachments: 4 source=Viant - TM release - Reel 5107_Frame 0143#page1.tif source=Viant - TM release - Reel 5107_Frame 0143#page2.tif source=Viant - TM release - Reel 5107_Frame 0143#page3.tif source=Viant - TM release - Reel 5107_Frame 0143#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 Specific Media 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 0143, and the subsequent Notice of Assignment of Grant of Security Interest in Trademarks was recorded February 25, 2016 at Reel 5739 and Frame 0590, and the subsequent Change of Name recorded February 8, 2017 at Reel 5984 and Frame 0576; 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

Mark	Reg. No.	Reg. Date
JEN AND BARB MOM LIFE	3,954,603	5/3/2011
BBE and Design	3,753,909	3/2/2010
BBE THE DIGITAL VIDEO AUTHORITY	3,755,743	3/2/2010
HOUSEHOLDING	4,509,783	4/8/2014