

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM548914

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SILICON VALLEY BANK, AS ADMINISTRATIVE AGENT		11/08/2019	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	DATA XU, INC.		
Street Address:	53 STATE STREET		
Internal Address:	25TH FLOOR		
City:	BOSTON		
State/Country:	MASSACHUSETTS		
Postal Code:	02109		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3754577	DATA XU	
Registration Number:	4403016	DATA.INSIGHT.ACTION.	
Registration Number:	4741129	ACTIVE ANALYTICS	
Serial Number:	86887936	DATA XU DATA. INSIGHT. ACTION.	
CORRESPONDENCE DATA			
Fax Number:	8585506420		
<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:	858-550-6472		
Email:	dmonteblanco@cooley.com		
Correspondent Name:	DEREK MONTEBLANCO		
Address Line 1:	C/O COOLEY LLP		
Address Line 2:	4401 EASTGATE MALL		
Address Line 4:	SAN DIEGO, CALIFORNIA 92121		
ATTORNEY DOCKET NUMBER:	303086-123		
NAME OF SUBMITTER:	DEREK MONTEBLANCO		
SIGNATURE:	/DEREK MONTEBLANCO/		
DATE SIGNED:	11/11/2019		

CH \$115.00 3754577

Total Attachments: 5

source=Closing Copy - Termination and Release of Trademark Security Agreement - DataXu - 1796167#page1.tif

source=Closing Copy - Termination and Release of Trademark Security Agreement - DataXu - 1796167#page2.tif

source=Closing Copy - Termination and Release of Trademark Security Agreement - DataXu - 1796167#page3.tif

source=Closing Copy - Termination and Release of Trademark Security Agreement - DataXu - 1796167#page4.tif

source=Closing Copy - Termination and Release of Trademark Security Agreement - DataXu - 1796167#page5.tif

**TERMINATION AND RELEASE OF
TRADEMARK SECURITY AGREEMENT**

This **TERMINATION AND RELEASE OF TRADEMARK SECURITY AGREEMENT** (this “**Termination and Release**”) is granted as of November 8, 2019 by **SILICON VALLEY BANK**, as Administrative Agent (the “**Agent**”), in favor of **DATA XU, INC.**, a Delaware corporation (the “**Grantor**”).

WHEREAS, the Grantor executed and delivered a Trademark Security Agreement dated as of June 30, 2016 (as amended, restated, supplemented or otherwise modified prior to the date hereof, the “**Grant**”) granting the Agent a security interest in and lien on certain trademarks and trademark applications (“**Trademarks**”) described therein, which was recorded with the United States Patent and Trademark Office (“**USPTO**”) on July 1, 2016, at Reel 5825, Frame 0363;

WHEREAS, Grantor has requested that Agent hereby terminate, release and discharge fully its security interests in and liens on all right, title and interest of Grantor in, to and under all of the Trademarks as herein provided; and

WHEREAS, Grantor has requested that the Agent provide a document suitable for recording with the USPTO to evidence the release of the Agent’s security interests in and liens on the certain Trademarks as herein provided.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Agent hereby:

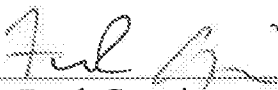
1. terminates the Grant and releases, terminates and discharges all liens and security interests in the Grantor’s right, title and interest in, to and under the Trademarks, and all goodwill associated therewith, including those certain Trademarks identified in Schedule I hereto; and
2. authorizes and requests that this Termination and Release be recorded at the USPTO.

THIS TERMINATION AND RELEASE AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES HEREUNDER SHALL BE GOVERNED BY, AND SHALL BE CONSTRUED AND INTERPRETED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK.

[Signature page follows]

IN WITNESS WHEREOF, the undersigned has executed this Termination and Release by its duly authorized officer as of the date first above written.

SILICON VALLEY BANK,
as Administrative Agent

By: 
Name: Frank Groggia
Title: Vice President

**SCHEDULE I TO
TERMINATION AND RELEASE OF TRADEMARK SECURITY AGREEMENT**

CLIENT	MARK	COUNTRY	DESCRIPTION	CLASS	APP. NO.	REG. NO.	REG. DATE	RENEWAL DATE	STATUS
DataXu, Inc.	ACTIVE ANALYTICS	US	non-downloadable software for use in decision, support, analytics and optimization of interactive advertising and digital media	642	86416779	4,741,129	19-May-15	Declaration of use due between May 2020 and May 2021	Supplemental Registry
DataXu, Inc.	DATA INSIGHT ACTION	CA	Providing temporary use of non-downloadable software for use in decision, support, analytics and optimization of interactive advertising and digital media	42	1638154	T844821,741	11/30/2015	11/30/2030	Registered
DataXu, Inc.	DATA INSIGHT ACTION	EM	Providing temporary use of non-downloadable software for use in decision, support, analytics and optimization of interactive advertising and digital media	42	012064564	012064564	8/13/2013	Unclear	Registered
DataXu, Inc.	DATA INSIGHT ACTION	SG	Providing temporary use of non-downloadable software for use in decision, support, analytics and optimization of interactive advertising and digital media	42	T1312886B	T1312886B	8/13/2013	8/13/2023	Registered
DataXu, Inc.	DATA INSIGHT ACTION	US	Digital advertising services for others; management of digital advertising; analytics for	35	85839420	4403016	8/17/2013	Declaration of use due between September 2018 and 2019	Registered

			digital marketing to determine relevant facts about online users and customers.						
DataXu, Inc.	DATA INSIGHT ACTION.	US	Providing temporary use of non-downloadable software for use in decision, support, analytics and optimization of interactive advertising and digital media.	42	89838420	4403016	9/17/2013	Declaration of use due between September 2013 and 2019	Registered
DataXu, Inc.	DATA INSIGHT ACTION	JP	Providing temporary use of non-downloadable software for use in decision, support, analytics and optimization of interactive advertising and digital media; rental of computers; providing computer programs.	42	301363176	5645440	3/25/2014	Unclear	Registered
DataXu, Inc.	DATA INSIGHT ACTION.	MX	Provisione Than Temporary Use Than Software Not Downloadable For Its Use In Make Than Decisions, Support, Support, Analysis And Optimization Than Interactive Advertising And Than Digital Media	42	1421039	1435489	7/23/2014	Unclear	Registered
DataXu, Inc.	DATA XU	US	non-downloadable software for use in decision, support, analytics and optimization of interactive advertising and digital media	642	77788458	3734577	3/2/2016	Filed declaration of use in Feb 2016	Registered

DataXu, Inc.	DATAXU ACTIVE ANALYTICS	EM	non- downloadable software for use in decision, support, analytics and optimization of interactive advertising and digital media	642	013391867	013391867	3/16/2- 15	Unclear	Registered
DataXu, Inc.	DATA. INSIGHT. ACTION.	BR	Providing temporary use of non- downloadable software for use in decision, support, analytics and optimization of interactive advertising and digital media	42	840608133	NA	NA	NA	Publication Stage
DataXu, Inc.	LOGO with DATA. INSIGHT. ACTION	US	Providing temporary use of non- downloadable software for use in decision, support, analytics and optimization of interactive advertising and digital media	42	86887936	NA	NA	NA	Non-final office action issued, response due by 11/17/2018

ny-1786157