

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM567255

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Intellectual Property Security Agreement		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
USERIQ, INC.		03/13/2020	Corporation: DELAWARE
APPUNFOLD, INC.		03/13/2020	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Western Alliance Bank		
<b>Street Address:</b>	2700 W. Sahara Avenue		
<b>City:</b>	Las Vegas		
<b>State/Country:</b>	NEVADA		
<b>Postal Code:</b>	89102		
<b>Entity Type:</b>	Corporation: ARIZONA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4816230	USERIQ	
<b>Serial Number:</b>	87902634	CUSTOMER GROWTH PLATFORM	
<b>Serial Number:</b>	87902669	GROWTH BEYOND THE FUNNEL	
<b>Serial Number:</b>	87136558	CUSTOMER GROWTH PLATFORM	
<b>Serial Number:</b>	87136573	GROWTH BEYOND THE FUNNEL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8009144240		
<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>	800-713-0755		
<b>Email:</b>	Ayisha.jones@wolterskluwer.com		
<b>Correspondent Name:</b>	CT Corporation		
<b>Address Line 1:</b>	4400 Easton Commons Way		
<b>Address Line 2:</b>	Suite 125		
<b>Address Line 4:</b>	Columbus, OHIO 43219		
<b>NAME OF SUBMITTER:</b>	Syed Humza Moinuddin		
<b>SIGNATURE:</b>	/Syed Humza Moinuddin/		
<b>DATE SIGNED:</b>	03/16/2020		

OP \$140.00 4816230

**Total Attachments: 7**

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**ITEM 2 (cont'd)**  
**to Trademarks Recordation Form Cover Sheet**

**Additional Parties**

<u>Entity</u>	<u>Jurisdiction of Organization</u>	<u>Type of Entity</u>	<u>Citizenship</u>
APPUNFOLD, INC.	DELAWARE	Corporation	DE-USA

INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT, dated as of March 13, 2020, (the "Agreement") between WESTERN ALLIANCE BANK, an Arizona corporation ("Lender") and UserIQ, Inc., a Delaware corporation ("UserIQ"), and Appunfold, Inc., a Delaware corporation ("Appunfold", and together with UserIQ, collectively, the "Grantor"), is made with reference to the Loan and Security Agreement, dated as of the date hereof (as amended from time to time, the "Loan Agreement"), between Lender and Grantor. Terms defined in the Loan Agreement have the same meaning when used in this Agreement.

For good and valuable consideration, receipt of which is hereby acknowledged, Grantor hereby covenants and agrees as follows:

To secure the Obligations under the Loan Agreement, Grantor grants to Lender a security interest in all right, title, and interest of Grantor in any of the following, whether now existing or hereafter acquired or created in any and all of the following property (collectively, the "Intellectual Property Collateral"):

(a) copyright rights, copyright applications, copyright registrations and like protections in each work or authorship and derivative work thereof, whether published or unpublished and whether or not the same also constitutes a trade secret, now or hereafter existing, created, acquired or held (collectively, the "Copyrights"), including the Copyrights described in Exhibit A;

(b) trademark and servicemark rights, whether registered or not, applications to register and registrations of the same and like protections, and the entire goodwill of the business of Grantor connected with and symbolized by such trademarks (collectively, the "Trademarks"), including the Trademarks described in Exhibit B;

(c) patents, patent applications and like protections including without limitation improvements, divisions, continuations, renewals, reissues, extensions and continuations-in-part of the same (collectively, the "Patents"), including the Patents described in Exhibit C;

(d) mask work or similar rights available for the protection of semiconductor chips or other products (collectively, the "Mask Works");

(e) trade secrets, and any and all intellectual property rights in computer software and computer software products;

(f) design rights;

(g) claims for damages by way of past, present and future infringement of any of the rights included above, with the right, but not the obligation, to sue for and collect such damages for said use or infringement of the intellectual property rights identified above;

(h) licenses or other rights to use any of the Copyrights, Patents, Trademarks, or Mask Works, and all license fees and royalties arising from such use to the extent permitted by such license or rights;

(i) amendments, renewals and extensions of any of the Copyrights, Trademarks, Patents, or Mask Works; and

(j) proceeds and products of the foregoing, including without limitation all payments under insurance or any indemnity or warranty payable in respect of any of the foregoing.

The rights and remedies of Lender with respect to the security interests granted hereunder are in addition to those set forth in the Loan Agreement, and those which are now or hereafter available to Lender as a matter of law or equity. Each right, power and remedy of Lender provided for herein or in the Loan Agreement, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall be in addition to every right, power or remedy provided for herein, and the exercise by Lender of any one or more of such rights, powers or remedies does not preclude the simultaneous or later exercise by Lender of any other rights, powers or remedies.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

GRANTOR:  
USERIQ, INC.

By: Darrick Alford

Name: Darrick Alford

Title: Secretary

APPUNFOLD, INC.

By: Darrick Alford

Name: Darrick Alford

Title: Secretary

Address for Notices:

Attn: 1040 Crown Pointe Parkway, Suite 325  
Dunwoody, GA 30338  
Tel: (404) 417-3307

LENDER:

WESTERN ALLIANCE BANK, an Arizona  
corporation

By: Steven Slaughter

Name: Steven Slaughter

Title: AVP

Address for Notices:

Attn: 55 Almaden Boulevard, Suite 100  
San Jose, California 95113  
Tel: (408) 556-6501  
Fax: (408) 282-1681

EXHIBIT A

COPYRIGHTS

Please Check if No Copyrights Exist



<u>Title:</u>	<u>Patent Number:</u>	<u>Application Serial Number:</u>	<u>Issued or Published:</u>	<u>Issue Date:</u>

EXHIBIT B

TRADEMARKS

Please Check if No Trademarks Exist


<u>Mark / Title:</u>	<u>U.S. Serial Number:</u>	<u>U.S. Registration Number:</u>	<u>Filing Date:</u>
USERIQ	86/377,857	4,816,230	August 26, 2014
CUSTOMER GROWTH PLATFORM	87/902,634	N/A (Application Abandoned)	May 1, 2018
GROWTH BEYOND THE FUNNEL	87/902,669	N/A (Application Abandoned)	May 1, 2018
CUSTOMER GROWTH PLATFORM	87/136,558	N/A (Application Abandoned)	August 12, 2016
GROWTH BEYOND THE FUNNEL	87/136,573	N/A (Application Abandoned)	August 12, 2016
	Common Law	Common Law	N/A



EXHIBIT C

PATENTS

Please Check if No Patents Exist

<u>Title:</u>	<u>Patent Number:</u>	<u>Application Serial Number:</u>	<u>Issued or Published?</u>	<u>Issue Date:</u>
RECORDING AND TRIGGERING WEB AND NATIVE MOBILE APPLICATION EVENTS WITH MAPPED DATA FIELDS	N/A	15/639,881	Published	N/A (Abandoned)
RECORDING AND TRIGGERING WEB AND NATIVE MOBILE APPLICATION EVENTS WITH MAPPED DATA FIELDS	N/A	14/728,801	Published	N/A (Abandoned)
RECORDING AND TRIGGERING WEB AND NATIVE MOBILE APPLICATION EVENTS WITH MAPPED DATA FIELDS	N/A	62/006,677	N/A	N/A (Expired)