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TRADEMARK ASSIGNMENT COVER SHEET

Stylesheet Version v1.2

Electronic Version v1.1 ETAS ID: TM567255

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE: Intellectual Property Security Agreement

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
USERIQ, INC.		03/13/2020	Corporation: DELAWARE
APPUNFOLD, INC.		03/13/2020	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	Western Alliance Bank
Street Address:	2700 W. Sahara Avenue
City:	Las Vegas
State/Country:	NEVADA
Postal Code:	89102
Entity Type:	Corporation: ARIZONA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	4816230	USERIQ
Serial Number:	87902634	CUSTOMER GROWTH PLATFORM
Serial Number:	87902669	GROWTH BEYOND THE FUNNEL
Serial Number:	87136558	CUSTOMER GROWTH PLATFORM
Serial Number:	87136573	GROWTH BEYOND THE FUNNEL

CORRESPONDENCE DATA

Fax Number: 8009144240

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: 800-713-0755

Email: Ayisha.jones@wolterskluwer.com

CT Corporation **Correspondent Name:**

4400 Easton Commons Way Address Line 1:

Address Line 2: Suite 125

Address Line 4: Columbus, OHIO 43219

NAME OF SUBMITTER:	Syed Humza Moinuddin	
SIGNATURE:	/Syed Humza Moinuddin/	
DATE SIGNED:	03/16/2020	

Total Attachments: 7

source=Bridge Bank_UserIQ - IP Security Agreement w_USPTO Cover (Trademarks)#page1.tif source=Bridge Bank_UserIQ - IP Security Agreement w_USPTO Cover (Trademarks)#page2.tif source=Bridge Bank_UserIQ - IP Security Agreement w_USPTO Cover (Trademarks)#page3.tif source=Bridge Bank_UserIQ - IP Security Agreement w_USPTO Cover (Trademarks)#page4.tif source=Bridge Bank_UserIQ - IP Security Agreement w_USPTO Cover (Trademarks)#page5.tif source=Bridge Bank_UserIQ - IP Security Agreement w_USPTO Cover (Trademarks)#page6.tif source=Bridge Bank_UserIQ - IP Security Agreement w_USPTO Cover (Trademarks)#page7.tif

RECORDATION FORM COVER SHEET TRADEMARKS ONLY			
To the director of the U. S. Patent and Trademark Office: Pleas 1. Name of conveying party(ies)/Execution Date(s):	e record the attached documents or the new address(es) below. 2. Name and address of receiving party(ies)		
	☐ Yes		
<u>USERIQ_INC.</u>	Additional names, addresses, or citizenship altached?		
	Name: Western Alliance Bank		
☐ Individual(s) ☐ Association	Internal Address:		
☐General Partnership ☐Limited Partnership	Street Address: <u>2700 W. Sahara Avenue</u>		
⊠Corporation	City: Las Vegas		
Limited Liability Company	State: NV		
Citizenship: <u>DE</u>			
Execution Date(s): March 13, 2020	Country: <u>USA</u> Zip: <u>89102</u>		
Additional names of conveying parties attached? ⊠ Yes ☐ No	☐ Association Citizenship:		
3. Nature of conveyance:	☐ General Partnership Citizenship:		
☐ Assignment ☐ Merger	☐ Limited Partnership Citizenship:		
☐ Security Agreement ☐ Change of Name	☑ Corporation Citizenship: <u>AZ</u>		
☐ Other Intellectual Property Security Agreement	Other Citizenship:		
	If assignee is not domiciled in the United States, a domestic representative designation is attached. ☐Yes ☒ No (Designations must be a separate document from assignment)		
4. Application number(s) or registration number(s) and identi A. Trademark Application No.(s) See Atlached Exhibit B	fication or description of the Trademark. B. Trademark Registration No.(s) See Attached Exhibit B Additional sheet(s) attached? Yes No		
C. Identification or Description of Trademark(s) (and Filing Date if			
5. Name address of party to whom correspondence concerning document should be mailed: Name: Syed Humza Moinuddin	6. Total number of applications and registrations involved: 5		
Internal Address: Otterbourg P.C.	7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ Authorized to be charged by credit card		
Street Address: 230 Park Avenue	☐ Authorized to be charged to deposit account ☐ Enclosed		
City: New York	8. Payment Information:		
State: <u>NY</u> Zip: <u>10169</u>	a. Credit Card Last 4 Numbers		
Phone Number: <u>212-905-3719</u>	Expiration Date		
Fax Number:	b. Deposit Account Number		
Email Address: hmoinuddin@otterbourg.com	Authorized User Name:		
9. Signature: Signature	March 16, 2020 Date Total number of pages including cover		
Syed Humza Moinuddin	sheet, attachments, and document: 7		

Name of Person Signing

Documents to be recorded (including cover sheet) should be faxed to (703) 306-6995, or mailed to:

Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

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

Additional Parties

Entity	Jurisdiction of Organization	Type of Entity	Citizenship
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 UserlQ, Inc., a Delaware corporation ("UserlQ"), and Appunfold, Inc., a Delaware corporation ("Appunfold", and together with UserlQ, 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.

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

GRANTOR:

USERIQ, INC.

Ву:

Name: Darrick Alford

Title: Secretary

APPUNFOLD, INC.

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

Ву:

Name: <u>Steven Slaughter</u>

ritle: A

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



Title:	Patent Number:	Application Serial Number:	Issued or Published:	Issue Date:

6020748.3

EXHIBIT B

TRADEMARKS

Please Check if No Trademarks Exist □

Mark / Title:	U.S. Serial Number:	U.S. Registration Number:	Filing Date:
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
User i Q	Common Law	Common Law	N/A

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EXHIBIT C

PATENTS

Please Check if No Patents Exist \Box

Title:	Patent Number:	Application Serial Number:	Issued or Published?	Issue Date:
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)

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RECORDED: 03/16/2020