

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM576459

| | | | |
|---|------------------------------------|-----------------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | RELEASE OF SECURITY INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Pacific Western Bank | | 05/13/2020 | STATE CHARTERED BANK: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | TRAX TECHNOLOGY SOLUTIONS PTE LTD. | | |
| Street Address: | 65 CHULIA STREET #19-01 | | |
| Internal Address: | OCBC CENTRE | | |
| City: | Singapore | | |
| State/Country: | SINGAPORE | | |
| Postal Code: | 049513 | | |
| Entity Type: | Private Limited Company: SINGAPORE | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 88167085 | TRAX | |
| Serial Number: | 88167081 | TRAX | |
| Serial Number: | 88167075 | TRAX | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 9192823941 | | |
| <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: | 919-314-3086 | | |
| Email: | diligencereview@square1bank.com | | |
| Correspondent Name: | PACIFIC WESTERN BANK | | |
| Address Line 1: | 406 BLACKWELL STREET | | |
| Address Line 2: | SUITE 240 | | |
| Address Line 4: | DURHAM, NORTH CAROLINA 27701 | | |
| NAME OF SUBMITTER: | Nicholas Nance | | |
| SIGNATURE: | /NicholasNance- TKF/ | | |
| DATE SIGNED: | 05/14/2020 | | |
| Total Attachments: 7 | | | |
| source=TRax Technology- signed IP Release#page1.tif | | | |

CH \$90.00 88167085

source=TRax Technology- signed IP Release#page2.tif
source=TRax Technology- signed IP Release#page3.tif
source=TRax Technology- signed IP Release#page4.tif
source=TRax Technology- signed IP Release#page5.tif
source=TRax Technology- signed IP Release#page6.tif
source=TRax Technology- signed IP Release#page7.tif

RELEASE OF SECURITY INTEREST

This Release of Security Interest is made as of May 13, 2020, by **PACIFIC WESTERN BANK**, a California state chartered bank ("Lender") in favor of **TRAX TECHNOLOGY SOLUTIONS PTE LTD.**, a Singapore company ("Company").

Recitals

WHEREAS Company granted to Lender a security interest in its copyrights, patents and trademarks, including without limitation the patents and trademarks described on Exhibits A and B attached hereto, respectively, (collectively, the "Intellectual Property") under an Intellectual Property Security Agreement dated as of May 10, 2019 (the "Security Agreement"), and recorded with the US Patent and Trademark Office as set forth on Exhibits A and B.

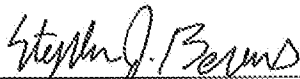
WHEREAS Company has no outstanding obligations to Lender under the terms of the Security Agreement, Lender agrees to release its security interest in the Intellectual Property.

Agreement

Now therefore, Lender agrees that it terminates and releases its security interest in the Intellectual Property and reassigns to Company, without warranty or recourse, all interest of Lender in the Intellectual Property.

LENDER:

PACIFIC WESTERN BANK


Name: Stephen J. Devers
Title: SVP

406 Blackwell Street
Suite 240
Durham, NC 27701

EXHIBIT A

Patents

Lender's security interest in the following patents was recorded at the US Patent and Trademark Office on **June 24, 2019** at Reel and Frame Number **049564/0715**:

| | Country | Application Number | Filing Date | Title |
|---|---------|--------------------|-------------|--|
| 1 | EP | 14727260.3 | 04-24-14 | System And Method Of Monitoring Retail Units |
| | US | 14888978 | 04-24-14 | System And Method Of Monitoring Retail Units |
| | PCT | PCT/IL2014/050378 | 04-24-14 | System And Method Of Monitoring Retail Units |
| | IL | 226146 | 05-05-13 | System And Method Of Monitoring Retail Units |
| 2 | IL | 229806 | 05-12-13 | Fine Grained Recognition Method And System |
| | PCT | PCT/IL2014/051061 | 04-12-14 | Fine Grained Recognition Method And System |
| 3 | US | 15115381 | 07-29-16 | System And Method For Panoramic Image Processing |
| | PCT | PCT/IL2015/050070 | 01-21-15 | System And Method For Panoramic Image Processing |
| 4 | US | 15616474 | 07-06-17 | Method And A System For Object Recognition |
| | EP | 15809764.2 | 01-16-17 | A Method And A System For Object Recognition |
| | IL | 233208 | 06-18-14 | A Method And A System For Object Recognition |
| | US | 15316657 | 07-06-15 | Method And A System For Object Recognition |
| | PCT | PCT/IL2015/050576 | 07-06-15 | A Method And A System For Object Recognition |
| 5 | US | 15187276 | 06-20-16 | Method And Device For Panoramic Image Processing |
| | US | 14151011 | 09-01-14 | Method And Device For Panoramic Image Processing |

| | Country | Application Number | Filing Date | Title |
|----|---------|--------------------|-------------|---|
| | PCT | PCT/IL2014/051139 | 12-31-14 | Method And Device For Panoramic Image Processing |
| 6 | US | 16310157 | 12-14-18 | Identifying Products Using A Visual Code |
| | US | 62356000 | 06-29-16 | Identifying Products Using A Visual Code |
| | PCT | PCT/IB2017/000919 | 06-28-17 | Identifying Products Using A Visual Code |
| 7 | US | 16244907 | 10-01-19 | Using Augmented Reality For Image Capturing A Retail Unit |
| | PCT | PCT/IB2018/001107 | 05-09-18 | Using Augmented Reality For Image Capturing A Retail Unit |
| | US | 62554792 | 06-09-17 | Using Augmented Reality For Image Capturing A Retail Unit |
| 8 | US | | | Concept 9024, Camera Configured To Be Mounted To A Retail Store Shelf |
| | PCT | PCT/US2019/013054 | 10-01-19 | Automatically Monitoring Retail Products Based On Captured Images |
| 9 | US | | | Concept 9025, Monitor shelf with pressure sensors |
| 10 | US | | | Concept 9026, Monitor shelf with light sensors |
| 11 | US | | | Concept 9007, Continuous update of product visual models |
| 12 | US | | | Concept 9018, Selective usage of product models in a product detection system |
| 13 | US | | | Concept 9015, Identifying bottle sizes based on bottle proportions |

| | Country | Application Number | Filing Date | Title |
|----|---------|--------------------|-------------|---|
| 14 | US | | | Concept 9019, Using price in visual product recognition |
| 15 | US | | | Concept 9004, Withholding notification due to temporarily misplaced products |
| 16 | US | | | Concept 9012, Withholding alerts due to temporary shelf occlusion |
| 17 | US | | | Concept 9002, Inspect spaces on store shelf to determine whether additional products may be added |
| 18 | US | | | Concept 9010, Prioritizing shelves oriented tasks |
| 19 | US | | | Concept 9023, Monitoring a display and shelf of the same product type |
| 20 | US | | | Concept 9022, Personalized online store inventory based on physical store inventory |
| 21 | US | | | Concept 9009, Comparing shelf turnover to checkout data |
| 22 | US | 62727301 | 05-09-18 | Image Processing Methods And Systems In A Retail Environment |
| 23 | US | 62773427 | 11-30-18 | Image Processing Methods And Systems For Monitoring Fresh Products In A Retail Environment |
| 24 | PCT | PCT/IL2014/050377 | 04-24-14 | System And Method Of Retail Image Analysis |
| | IL | 226147 | 05-05-13 | System And Method Of Retail Image Analysis |


| | Country | Application Number | Filing Date | Title |
|----|---------|--------------------|-------------|---|
| 25 | US | US14143221 | 30-12-13 | Device And Method With Orientation Indication |
| | PCT | PCT/IL2014/051127 | 25-12-14 | Device And Method With Orientation Indication |

EXHIBIT B

Trademarks

Lender's security interest in the following trademarks was recorded at the US Patent and Trademark Office on **June 24, 2019** at Reel and Frame Number **6676/0540**:

| Country | Trademark | International Classes | Application No | Application Date | Registration No | Registration Date | Next Renewal Due |
|--------------------------|---|-----------------------|----------------|------------------|-----------------|-------------------|------------------|
| CHINA | TRAX 5P HEALTH CHECK | 9, 35, 42 | MM201504411S | 09/12/2015 | N.A. | N.A. | N.A. |
| EUROPEAN UNION | TRAX 5P HEALTH CHECK | 9, 35, 42 | MM201504411S | 09/12/2015 | 1308544 | 09/12/2015 | 09/12/2025 |
| SINGAPORE | TRAX 5P HEALTH CHECK | 9, 35, 42 | 40201508383W | 09/05/2015 | 40201508383W | 09/05/2015 | 09/05/2025 |
| UNITED STATES OF AMERICA | TRAX 6P HEALTH CHECK | 9, 35, 42 | MM201504411S | 09/12/2015 | 5352513 | 12/12/2017 | 12/12/2027 |
| WIPO | TRAX 5P HEALTH CHECK | 9, 35, 42 | MM201504411S | 09/12/2015 | 1308544 | 09/12/2015 | 09/12/2025 |
| CHINA | Trax image recognition | 9, 35, 42 | MM201709336S | 10/02/2017 | N.A. | N.A. | N.A. |
| EUROPEAN UNION | | 9, 35, 42 | MM201709336S | 10/02/2017 | 1347488 | 10/02/2017 | 10/02/2027 |
| UNITED STATES OF AMERICA | | 9, 35, 42 | MM201709336S | 10/02/2017 | 5430501 | 27/03/2018 | 27/03/2028 |
| WIPO | | 9, 35, 42 | MM201709336S | 10/02/2017 | 1347488 | 10/02/2017 | 10/02/2027 |
| SINGAPORE | Trax image recognition Trax image recognition (Series of 2 marks) | 9, 35, 42 | 40201507943R | 13/05/2015 | 40201507943R | 13/05/2015 | 13/05/2025 |
| CHINA | Trax | 9, 35, 42 | MM201709335X | 10/02/2017 | N.A. | N.A. | N.A. |
| EUROPEAN UNION | | 9, 35, 42 | MM201709335X | 10/02/2017 | 1352610 | 10/02/2017 | 10/02/2027 |
| UNITED STATES OF AMERICA | Trax | 9, 35, 42 | MM201709335X | 10/02/2017 | 5430525 | 27/03/2018 | 27/03/2028 |
| WIPO | Trax | 9, 35, 42 | MM201709335X | 10/02/2017 | 1352610 | 10/02/2017 | 10/02/2027 |
| SINGAPORE | Trax Trax Trax Logo (Series of 2 marks) | 9, 35, 42 | 40201507934X | 13/05/2015 | 40201507934X | 13/05/2015 | 13/05/2025 |
| Singapore | SHELF PULSE | 9,35,42 | 40201800941R | 15/1/2018 | 40201800941R | 15/1/2018 | 15/1/2028 |

| Country | Trademark | International Classes | Application No | Application Date | Registration No | Registration Date | Next Renewal Due |
|-----------------------------|---|-----------------------|----------------|------------------|---------------------|-----------------------|------------------|
| IR designating EU China USA | SHELF PULSE | 9,35,42 | 1422394 | 29/6/2018 | 1422394 79240651 | 29/6/2018 06/29/18 | 29/6/2028 |
| Singapore | SHELF BLUEPRINT | 9,35,42 | 40201800940T | 15/1/2018 | 40201800940T | 15/1/2018 | 15/1/2028 |
| IR designating EU China USA | SHELF BLUEPRINT | 9,35,42 | 1422186 | 29/6/2018 | 1422186 79240473 | 29/6/2018 06/29/19 | 29/6/2028 |
| Singapore | SHELF INTELLIGENCE SUITE | 9,35,42 | 40201800938W | 15/1/2018 | 40201800938W | 15/1/2018 | 15/1/2028 |
| IR designating EU China USA | SHELF INTELLIGENCE SUITE | 9,35,42 | 1433882 | 29/6/2018 | 1433882 79245271 | 29/6/2018 06/29/18 | 29/6/2028 |
| Singapore |  | 9,35,42 | 40201800937Y | 15/1/2018 | N.A. | N.A. | N.A. |
| US | TRAX | 42 | 88167085 | 24/10/2018 | N.A. | N.A. | N.A. |
| US | TRAX | | 88167081 | 24/10/18 | | | |
| US | TRAX | | 88167075 | 24/10/18 | | | |

PART II: UNREGISTERED TRADEMARKS

- Trax Retail Execution
- Trax snapshot
- Retail Compass
- Trax Retail Advisory
- Shelf Intelligence Suite by Trax-Nielsen
- Shelf Pulse by Trax-Nielsen – Product
- Shelf Blueprint by Trax-Nielsen- Service
- Trax Retail Watch