

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM596924

|   |  |                                  |                      |
|---|--|----------------------------------|----------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                         |                                  |                      |
| <b>NATURE OF CONVEYANCE:</b>  | RELEASE OF SECURITY INTEREST           |                                  |                      |
| <b>CONVEYING PARTY DATA</b>   |  |                                  |                      |
| <b>Name</b>   | <b>Formerly</b>                        | <b>Execution Date</b>            | <b>Entity Type</b>   |
| Western Alliance Bank   |  | 09/10/2020                       | Corporation: ARIZONA |
| <b>RECEIVING PARTY DATA</b>   |  |                                  |                      |
| <b>Name:</b>  | NinthDecimal, Inc.                     |                                  |                      |
| <b>Street Address:</b>  | 150 Post Street, #500                  |                                  |                      |
| <b>City:</b>  | San Francisco                          |                                  |                      |
| <b>State/Country:</b>   | CALIFORNIA                             |                                  |                      |
| <b>Postal Code:</b>   | 94108                                  |                                  |                      |
| <b>Entity Type:</b>   | Corporation: DELAWARE                  |                                  |                      |
| <b>PROPERTY NUMBERS Total: 7</b>  |  |                                  |                      |
| <b>Property Type</b>  | <b>Number</b>                          | <b>Word Mark</b>                 |                      |
| <b>Registration Number:</b>   | 5269083                                | LCI                              |                      |
| <b>Registration Number:</b>   | 5234141                                | LOCATION CONVERSION INDEX        |                      |
| <b>Registration Number:</b>   | 5413112                                | 9D                               |                      |
| <b>Registration Number:</b>   | 5407776                                | NINTHDECIMAL                     |                      |
| <b>Registration Number:</b>   | 4475221                                | JIWIRE                           |                      |
| <b>Registration Number:</b>   | 4452672                                | LOCATION GRAPH                   |                      |
| <b>Registration Number:</b>   | 4444153                                | JIWIRE COMPASS NE SW NE SE SW NW |                      |
| <b>CORRESPONDENCE DATA</b>  |  |                                  |                      |
| <b>Fax Number:</b>  | 5132414771                             |                                  |                      |
| <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>   | (513) 352-6678                         |                                  |                      |
| <b>Email:</b>   | dawn.schneider@thompsonhine.com        |                                  |                      |
| <b>Correspondent Name:</b>  | Carrie A. Shufflebarger, Thompson Hine |                                  |                      |
| <b>Address Line 1:</b>  | 312 Walnut Street, Suite 1400          |                                  |                      |
| <b>Address Line 4:</b>  | Cincinnati, OHIO 45202                 |                                  |                      |
| <b>NAME OF SUBMITTER:</b>   | Carrie A. Shufflebarger                |                                  |                      |
| <b>SIGNATURE:</b>   | /cas/                                  |                                  |                      |
| <b>DATE SIGNED:</b>   | 09/10/2020                             |                                  |                      |

OP \$190.00 5269083

**Total Attachments: 7**

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## TERMINATION AND RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Termination and Release of Intellectual Property Security Agreement is effective as of September 10, 2020, ("Termination and Release"), by Western Alliance Bank, an Arizona corporation ("Lender").

WHEREAS, that certain Intellectual Property Security Agreement, dated as of October 4, 2017, (as heretofore amended, restated, supplemented or otherwise modified, the "Intellectual Property Security Agreement"), was executed in favor of Lender by NinthDecimal, Inc., a Delaware corporation (the "Loan Party"), pursuant to which the Loan Party granted to the Lender, to secure the payment of certain obligations to the Lender, a security interest in and lien on all of the Loan Party's right, title and interest in, to and under the following, whether then existing or thereafter created or acquired (collectively, the "IP Collateral"), with power of sale to the extent permitted by law:

(a) all of Loan Party's copyrights and copyright applications (collectively, "Copyrights"), all of the goodwill of the business connected with the use of, and symbolized by, each Copyright, and licenses for any of the foregoing ("Copyright Licenses"), including without limitation those referred to on Schedule 1 hereto;

(b) all of Loan Party's patents and patent applications (collectively, "Patents"), all of the goodwill of the business connected with the use of, and symbolized by, each Patent, and licenses for any of the foregoing ("Patent Licenses"), including those referred to on Schedule 1 hereto;

(c) all of Loan Party's trademarks, trademark applications, service marks, trade names, mask works (collectively, "Trademarks"), all of the goodwill of the business connected with the use of, and symbolized by, each Trademark, and licenses for any of the foregoing ("Trademark Licenses"), including those referred to on Schedule 1 hereto;

(d) all reissues, continuations or extensions of the foregoing;

(e) all products and proceeds of the foregoing, including without limitation any claim by Loan Party against third parties for past, present or future infringement or dilution of any Copyright, any Patent, any Trademark, any Copyright licensed under any Copyright License, any Patent licensed under any Patent License, or any Trademark licensed under any Trademark License;

WHEREAS, the Intellectual Property Security Agreement was recorded with the U.S. Patent and Trademark Office on October 16, 2017, at Reel 006183, Frame 0233; and

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, Lender agrees as follows:

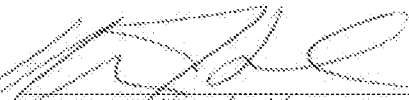
1. Defined Terms. All capitalized terms used but not otherwise defined herein have the meanings given to them in the Intellectual Property Security Agreement.

2. Release of Security Interest. Intending to be legally bound hereby, the Lender hereby releases and terminates any and all rights, title and interests in and to the IP Collateral, and hereby authorizes Loan Party or Loan Party's authorized representatives to record this Termination and Release with the United States Patent and Trademark Office.

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IN WITNESS WHEREOF, the Lender duly executes this Termination and Release of Intellectual Property Security Agreement, which is effective as of the day and year first written above.

**WESTERN ALLIANCE BANK**

By:   
Name: Michael Heng  
Title: Senior Director

[Signature page to Termination and Release of Intellectual Property Security Agreement]

SCHEDULE 1

See Attached

SCHEDULE - 1

6276167.2

Exhibit B  
TRADEMARKS

Please Check if No Trademarks Exist

| Mark / Title:                             | U.S. Serial Number: | U.S. Registration Number: | USPTO Reference Number: | Filing Date: |
|---|---------------------|---------------------------|-------------------------|--------------|
| LCI                                       | 87105791            | 5269083                   |                         | 7/15/16      |
| LOCATION<br>CONVERSIO<br>N INDEX          | 87105809            | 5234141                   |                         | 7/15/16      |
| 9D  | 86304092            | NONE                      |                         | 6/9/14       |
| NINTHDECI<br>MAL                          | 86288330            | NONE                      |                         | 5/21/14      |
| JIWIRE                                    | 85969843            | 4475221                   |                         | 6/25/13      |
| LOCATION<br>GRAPH                         | 85628683            | 4452672                   |                         | 5/17/12      |
| JIWIRE<br>COMPASS<br>NE SW NE<br>SE SW NW | 85211400            | 4444153                   |                         | 1/5/11       |

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> |
|--|-----------------------|-----------------------------------|-----------------------------|--------------------|
| Systems and methods to identify home addresses of mobile devices   | 9291700               | 14594010                          | Issued                      | 3/22/16            |
| Systems and methods to identify a predefined geographical region in which a mobile device is located   | 9307360               | 14593947                          | Issued                      | 4/5/16             |
| Systems and methods to track regions visited by mobile devices and detect changes in location patterns   | 9374671               | 14679909                          | Issued                      | 6/21/16            |
| Systems and methods to identify home addresses of mobile devices   | 9503863               | 15014943                          | Issued                      | 11/22/16           |
| Location graph based derivation of attributes  | 9547666               | 14529682                          | Issued                      | 1/17/17            |
| Systems and methods to track regions visited by mobile devices and detect changes in location patterns based on integration of data from different sources | 9668104               | 15165983                          | Issued                      | 5/30/17            |
| Systems and methods for searching a defined area   | NONE                  | 11948884                          | Published                   | 10/22/09           |
| Location graph based derivation of attributes  | NONE                  | 13924103                          | Published                   | 1/9/14             |
| Measuring advertising effectiveness  | NONE                  | 14293067                          | Published                   | 12/3/15            |
| Combining attributes from multiple sources   | NONE                  | 14339329                          | Published                   | 1/28/16            |



| <u>Title:</u>  | <u>Patent Number:</u> | <u>Application Serial Number:</u> | <u>Issued or Published?</u> | <u>Issue Date:</u> |
|--|-----------------------|-----------------------------------|-----------------------------|--------------------|
| Systems and methods to identify a predefined geographical region in which a mobile device is located   | NONE                  | 15016067                          | Published                   | 7/14/16            |
| Systems and methods to track regions visited by mobile devices and detect changes in location patterns | NONE                  | 15174608                          | Published                   | 10/6/16            |
| Systems and methods to identify home addresses of mobile devices                                       | 9730028               | 15337939                          | Issued                      | 8/8/17             |

PATENTS HELD IN FORMER NAME "JIWIRE, INC."

| <u>Title:</u>                                 | <u>Patent Number:</u> | <u>Application Serial Number:</u> | <u>Issued or Published?</u> | <u>Issue Date:</u> |
|---|-----------------------|-----------------------------------|-----------------------------|--------------------|
| Wireless connectivity security technique      | NONE                  | 11375695                          | Published                   | 11/30/06           |
| Location graph based derivation of attributes | NONE                  | 15405229                          | Published                   | 5/4/17             |

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