

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM602430

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Masse, Inc.		08/20/2020	Corporation:
RECEIVING PARTY DATA			
Name:	Ad.net, LLC		
Doing Business As:			
Street Address:	1100 GLENDON AVENUE, SUITE 1200		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90024		
Entity Type:	Limited Liability Company: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5693266	MASSE	
CORRESPONDENCE DATA			
Fax Number:	3105573636		
<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:	3105573603		
Email:	epearlman@ptfirm.com		
Correspondent Name:	Eli L. Pearlman		
Address Line 1:	363 N. Flores St		
Address Line 4:	Los Angeles, CALIFORNIA 90048		
NAME OF SUBMITTER:	Eli Pearlman		
SIGNATURE:	/Eli Pearlman/		
DATE SIGNED:	10/12/2020		
Total Attachments: 5			
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OP \$40.00 5693266

TRADEMARK TRANSFER STATEMENT
(under Uniform Commercial Code Section 9-619)

WHEREAS, Masse, Inc., a Delaware corporation (“**Masse**”), is the registered owner of certain trademarks and service marks registered in the United States Patent and Trademark Office, foreign trademark registrations, and common law trademarks and service marks, which are set forth on the Schedule attached hereto (hereinafter collectively referred to as the “**Marks**”) and is the owner of the goodwill associated with the Marks;

WHEREAS, Masse, in that certain Intellectual Property Security Agreement, dated as of July 9, 2019, and recorded with the United States Patent and Trademark Office, previously granted to each of Venture Lending & Leasing VIII, Inc. (“**VLL8**”) and Venture Lending & Leasing IX, Inc. (“**VLL9**” and sometimes being referred to herein together with VLL7, as “**Secured Parties**” and individually as a “**Secured Party**”) security interests in all of Masse’s right, title and interest in and to all general intangibles and other intellectual property owned by Masse, including, without limitation, the Marks and associated goodwill as security for certain indebtedness and obligations;

WHEREAS, Masse has defaulted in connection with its secured indebtedness and obligations to Secured Parties;

WHEREAS, each Secured Party has exercised its post-default rights of foreclosure of its security interests in and to the Marks and the goodwill associated therewith, and pursuant to a power of sale and foreclosure has conveyed on August 21, 2020, the Marks and associated goodwill to Ad.net, LLC (“**Transferee**”); and

WHEREAS, by reason of the exercise of such post-default remedies, all rights of Masse in and to the Marks have been acquired by Transferee.

NOW, THEREFORE, in accordance with Section 9619(b) of the California Uniform Commercial Code, Transferee is entitled to a transfer of record of all right, title and interest of Masse in and to the Marks and associated goodwill, and request is hereby made that the Commissioner of Patents and Trademarks and the United States Patent and Trademark Office accept the foregoing transfer statement and promptly amend its records to reflect the aforesaid transfer to Transferee.

The mailing address of Masse, Secured Parties and the Transferee are as follows:

Masse:

Masse, Inc.
[address]
[address]
Attention: Elizabeth Shaffer

Secured Parties:

Venture Lending & Leasing VIII, Inc.
Venture Lending & Leasing IX, Inc.
104 La Mesa Drive, Suite102
Portola Valley, CA 94028

Attention: Chief Financial Officer

Transferee:

Ad.net, LLC
1100 Glendon Avenue Suite 1200
Los Angeles, CA 90024
Attention: Eli L. Pearlman, Esq.

This instrument may be executed in one or more counterparts, each of which shall be deemed an original and all of which shall together constitute one and the same instrument. Delivery of an executed counterpart of a signature page to this instrument by facsimile or other means of electronic transmission (e.g., including pdf or any electronic signature complying with the U.S. federal E-SIGN Act of 2000, e.g., www.docusign.com) shall be effective as delivery of a manually executed counterpart thereof and shall be deemed an original signature for all purposes.


[Signature pages follow]

[Signature Page to Trademark Transfer Statement]


IN WITNESS WHEREOF, Secured Parties and Transferee have caused this instrument to be executed as of this 21st day of August 2020.

SECURED PARTIES:

VENTURE LENDING & LEASING VIII, INC.

By: 
Name: David Wanek
Title: President

VENTURE LENDING & LEASING IX, INC.

By: 
Name: David Wanek
Title: President

TRANSFeree:

AD.NET, LLC

By: _____
Name: _____
Title: _____

[Signature Page to Trademark Transfer Statement]

IN WITNESS WHEREOF, Secured Parties and Transferee have caused this instrument to be executed as of this 21st day of August 2020.

SECURED PARTIES:

VENTURE LENDING & LEASING VIII, INC.

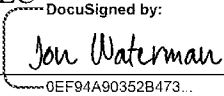
By: _____
Name: _____
Title: _____

VENTURE LENDING & LEASING IX, INC.

By: _____
Name: _____
Title: _____

TRANSFEEEE:

AD.NET, LLC

DocuSigned by:
By:  _____
Name: 0EF94A90352B473... _____
Title: _____

Schedule of Trademarks

<u>Description</u>	<u>Registration Number</u>	<u>Registration Date</u>
CLASS 9 Computer application software for mobile phones, namely, software for allowing users to ask for and make product recommendations, search product recommendations, and link to retailers to purchase; Computer application software for mobile devices, namely, software for allowing users to ask for and make product recommendations, search product recommendations, and link to retailers to purchase; Downloadable mobile applications for allowing users to ask for and make product recommendations, search product recommendations, and link to retailers to purchase; Downloadable software in the nature of a mobile application for allowing users to ask for and make product recommendations, search product recommendations, and link to retailers to purchase	5,693,266	March 05, 2019

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