

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM614680

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	TERMINATION AND RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
WESTERN ALLIANCE BANK		10/30/2020	Corporation: ARIZONA

## RECEIVING PARTY DATA

<b>Name:</b>	RICHRELEVANCE, INC.
<b>Street Address:</b>	303 2nd Street, Suite 350
<b>City:</b>	San Francisco
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94107
<b>Entity Type:</b>	Corporation: DELAWARE

## PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	3467691	{RR} RICHRELEVANCE
Registration Number:	3471931	RR RICHRELEVANCE
Registration Number:	4257554	
Registration Number:	3890217	{RR}
Registration Number:	4257557	RICHADS
Registration Number:	4257555	RICHPROMO
Registration Number:	3467680	RICHRECS
Registration Number:	3471575	RICHRELEVANCE
Registration Number:	4010797	RICHRELEVANCE
Registration Number:	4396951	SEARCHHANDISE
Registration Number:	4235890	SEARCHHANDISE COMMERCE
Registration Number:	4412388	SHOPPING MEDIA

## CORRESPONDENCE DATA

Fax Number:

*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: 800-494-5225

Email: ipteam@cogencyglobal.com

Correspondent Name: Stewart Walsh

TRADEMARK

**Address Line 1:** 1025 Vermont Ave NW, Suite 1130  
**Address Line 2:** COGENCY GLOBAL Inc.  
**Address Line 4:** Washington, D.C. 20005

<b>ATTORNEY DOCKET NUMBER:</b>	1303218 TM
<b>NAME OF SUBMITTER:</b>	D'Arcy Conrique
<b>SIGNATURE:</b>	/D'Arcy Conrique/
<b>DATE SIGNED:</b>	12/16/2020

**Total Attachments: 29**

source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page1.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page2.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page3.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page4.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page5.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page6.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page7.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page8.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page9.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page10.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page11.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page12.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page13.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page14.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page15.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page16.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page17.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page18.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page19.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page20.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page21.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page22.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page23.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page24.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page25.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page26.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page27.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page28.tif  
source=Bridge Bank - RichRelevance - IP Termination Agreement (10.2020)#page29.tif

TERMINATION AND RELEASE OF  
INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Termination and Release of Intellectual Property Security Agreement (this "Termination") dated as of October [30], 2020, is executed by **WESTERN ALLIANCE BANK**, an Arizona corporation (the "Secured Party"), and in favor of **RICHRELEVANCE, INC.**, a Delaware corporation ("Grantor"). All capitalized terms used in this Termination and not otherwise defined herein, shall have the respective meanings given to such terms in the Security Agreement (defined below).

RECITALS

A. Pursuant to the Intellectual Property Security Agreement, dated as of August 31, 2018, executed by Grantor (the "Security Agreement"), Grantor granted to Secured Party a security interest in the Intellectual Property Collateral (defined below).

B. The Security Agreement was recorded with the Patent Division of the United States Patent and Trademark Office on September 6, 2018, at Reel/Frame 047469/0001, to evidence the security interest granted under the Security Agreement.

C. The Security Agreement was recorded with the Trademark Division of the United States Patent and Trademark Office on September 6, 2018, at Reel/Frame 6431/0347, to evidence the security interest granted under the Security Agreement.

D. Secured Party agrees to terminate and release its security interest in the Intellectual Property Collateral specified below.

AGREEMENT

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Secured Party hereby agrees as follows:

1. The Security Agreement is hereby terminated and of no further force and effect.
2. Secured Party expressly terminates and releases its security interest in all right, title and interest of Grantor in any of the following (collectively, the "Intellectual Property Collateral"):
  - (a) Any and all copyrights, whether registered or unregistered, held pursuant to the laws of the United States, any State thereof or of any other country; all registrations, applications and recordings in the United States Copyright Office or in any similar office or agency of the United States, and State thereof or any other country; all continuations, renewals, or extensions thereof; and any registrations to be issued under any pending applications (collectively, the "Copyrights");
  - (b) All trademarks, trade names, corporate names, business names, trade styles, service marks, logos, other source or business identifiers, prints and labels on which any of the foregoing have appeared or appear, designs and general intangibles of like nature, now existing or hereafter adopted or acquired, all registrations and recordings thereof, and any applications in connection therewith, including, without limitation, registrations, recordings and applications in the United States Patent and Trademark Office or in any similar office or agency of the United States, any State thereof or any other country or any political subdivision thereof, and reissues, extensions or renewals thereof, and the entire goodwill of the business of Grantor connected with and symbolized by such trademarks, including without limitation those set forth on Exhibit A attached hereto (collectively, the "Trademarks");
  - (c) All letters patent of, or rights corresponding thereto in, the United States or any other country, all registrations and recordings thereof, and all applications for letters patent of, or rights corresponding thereto in, the United States or any other country, including, without limitation, registrations, recordings and

applications in the United States Patent and Trademark Office or in any similar office or agency of the United States, any State thereof or any other country; all reissues, continuations, continuations-in-part or extensions thereof; all petty patents, divisional, and patents of addition; and all patents to be issued under any such applications, including without limitation the patents and patent applications set forth on Exhibit B attached hereto (collectively, the “Patents”);

(d) Any and all 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;

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

(f) All amendments, renewals and extensions of any of the Copyrights, Trademarks or Patents;  
and

(g) All 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.

3. Secured Party represents and warrants that it has the full power and authority to execute this Termination.

4. Secured Party hereby authorizes the Grantor or its authorized representative to record or file this Termination with the Trademark Division and Patent Division of the United States Patent and Trademark Office at the Grantor’s sole cost and expense.

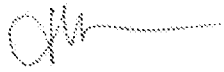
5. Secured Party hereby agrees to duly execute, acknowledge, procure and deliver any further documents and to do such other acts as may be reasonably necessary to effect the termination, release, or reassignment to the Grantor of the security interest contemplated hereby (at the Grantor’s sole cost and expense).

[signature on following page]

IN WITNESS WHEREOF, Secured Party has executed and delivered this Termination as of the day and year first above written.

**SECURED PARTY**

**WESTERN ALLIANCE BANK**

By:  \_\_\_\_\_




Name: Jeffery Brown

Title: Senior Director – Technology Banking

**EXHIBIT A**  
**TRADEMARKS**






*(please see attached)*

Trademark Status Report  
**RICHRELEVANCE, INC.**  
 Updated: 8/15/18

MARK CLIENT-MATTER NO.	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS/DEADLINES
 richrelevance 079953-0058	US	12/14/07	77352340	07/15/08	3467891	35	Registered Jul-15-2028 Section 8 & 9 Affidavit/Renewal Due  Jan-15-2029 Section 8 & 9 Affidavit/Renewal (Grace Period) Due - Final Deadline
 richrelevance 079953-0058 EM	European Union	02/01/10	008848467	09/14/10	008848467	35 & 42	Registered Jan-31-2020 Renewal Due - Local Final Deadline  Feb-01-2020 Renewal Due - Final Deadline  Jul-31-2020 Renewal (Grace Period) Due - Local Final Deadline  Aug-01-2020 Renewal (Grace Period) Due - Final Deadline
 richrelevance 079953-0057	US	12/14/07	77352726	07/22/08	3471931	35	Registered Jul-22-2028 Section 8 & 9 Affidavit/Renewal Due  Jan-22-2029 Section 8 & 9 Affidavit/Renewal (Grace Period) Due - Final Deadline

DM\_US 45921310-4-079953 0010




Trademark Status Report  
**RICHRELEVANCE, INC.**  
 Updated: 8/15/18

MARK CLIENT-MATTER NO.	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS / DEADLINES
 079953-0062	US	08/17/09	77806298	04/27/10	3780545	42	Cancelled
 079953-0062 EM	European Union	01/26/10	008835241	07/13/10	008835241	35 & 42	Cancelled
 079953-0063	US	08/17/09	77806243	04/06/10	3770782	42	Cancelled
 079953-0063 EM	European Union	02/01/10	008849077	07/27/10	008849077	35 & 42	Registered Jan-31-2020 Renewal Due - Local Final Deadline Feb-01-2020 Renewal Due - Final Deadline Jul-31-2020 Renewal (Grace Period) Due - Local Final Deadline Aug-01-2020 Renewal (Grace Period) Due - Final Deadline
 079953-0064	US	08/17/09	77806322	03/30/10	3767264	42	Cancelled

DM\_US 4991320-4-079953-0010






Trademark Status Report  
**RICHELEVANCE, INC.**  
 Updated: 8/15/18

MARK CLIENT-MATTER NO.	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS/DEADLINES
 079953-0064 EM	European Union	02/01/10	008849002	07/27/10	008849002	35 & 42	Registered Jan-31-2020 Renewal Due - Local Final Deadline Feb-01-2020 Renewal Due - Final Deadline Jul-31-2020 Renewal (Grace Period) Due - Local Final Deadline Aug-01-2020 Renewal (Grace Period) Due - Final Deadline
 079953-0065	US	08/17/09	77806285	03/30/10	3167262	42	Cancelled
 079953-0065 EM	European Union	02/01/10	008846988	07/27/10	008846988	35 & 42	Registered Jan-31-2020 Renewal Due - Local Final Deadline Feb-01-2020 Renewal Due - Final Deadline Jul-31-2020 Renewal (Grace Period) Due - Local Final Deadline Aug-01-2020 Renewal (Grace Period) Due - Final Deadline



EM4\_US 45921320-4-079953\_0010

Trademark Status Report  
**RICHRELEVANCE, INC.**  
 Updated: 8/15/18

MARK CLIENT MATTER NO.	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS / DEADLINES
 079953-0066	US	08/17/09	77806310	03/30/10	3767263	35	Cancelled
 079953-0066 EM	European Union	02/01/10	008849135	07/27/10	008849135	35 & 42	Registered Jan-31-2020 Renewal Due - Local Final Deadline Feb-01-2020 Renewal Due - Final Deadline Jul-31-2020 Renewal (Grace Period) Due - Local Final Deadline Aug-01-2020 Renewal (Grace Period) Due - Final Deadline
 079953-0077	US	4/26/12	85609568	12/11/12	4257554	35 & 42	Registered Dec-11-2018 Section 8 & 15 Affidavit Due Jun-11-2019 Section 8 & 15 Affidavit (Grace Period) Due - Final Deadline Dec-11-2022 Section 8 & 9 Affidavit/Renewal Due Jun-11-2023 Section 8 & 9 Affidavit/Renewal (Grace Period) Due - Final Deadline


DM\_US\_45921320-4\_079953\_0010

Trademark Status Report  
 RICHELVEANCE, INC.  
 Updated: 8/15/18

MARK CLIENT-MATTER NO.	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS / DEADLINES
 079953-0084 EM	European Union	10/17/12	11272762	3/18/13	11272762	35 & 42	Registered Oct-16-2022 Renewal Due - Local Final Deadline Oct-17-2022 Renewal Due - Final Deadline Apr-16-2023 Renewal (Grace Period) Due - Local Final Deadline Apr-17-2023 Renewal (Grace Period) Due - Final Deadline
ADWORDS OPTIMIZER  079953-0086	Sweden	6/12/06	2006/04805	10/6/06	0383914	9	Cancelled
BOOST 079953-0056	US	03/11/09	77688390			42	Abandoned
CLICKSEE 079953-0053	US	03/10/09	77687722	12/22/09	3729920	42	Cancelled

DM-US-85921320-4-079953-0010

Trademark Status Report  
**RICHRELEVANCE, INC.**  
 Updated: 8/15/18

MARK CLIENT-MATTER NO.	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS/DEADLINES
CLICKSEE 079953-0053 EM	European Union	01/28/10	008942593	9/14/10	008942593	35 & 42	Registered Jan-27-2020 Renewal Due - Local Final Deadline  Jan-28-2020 Renewal Due - Final Deadline  Jul-27-2020 Renewal (Grace Period) Due - Local Final Deadline  Jul-28-2020 Renewal (Grace Period) Due - Final Deadline
CUSTOMER INTERACTION BROKER 	Sweden	6/12/06	2006/04806	10/6/06	0383915	9	Cancelled
079953-0089 ENRICH 079953-0052	US	01/28/09	77658850	10/11/2011	4038909	42	Cancelled

ENR\_US\_45921320-4\_079953.0010

Trademark Status Report  
**RICHRELEVANCE, INC.**  
 Updated: 8/15/18

MARK CLIENT-MATTER NO.	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS/DEADLINES
ENRICH 079953-0052 EM	European Union	01/28/10	008842452	09/14/10	008842452	35 & 42	Registered Jan-27-2020 Renewal Due - Local Final Deadline  Jan-28-2020 Renewal Due - Final Deadline  Jul-27-2020 Renewal (Grace Period) Due - Local Final Deadline  Jul-28-2020 Renewal (Grace Period) Due - Final Deadline
FASHIONISTA 079953-0055	US	03/26/09	77700328	01/19/10	3,741,113	42	Cancelled
FASHIONISTA 079953-0055 EM	European Union	01/28/10	008841827	09/14/10	008841827	35 & 42	Registered Jan-27-2020 Renewal Due - Local Final Deadline  Jan-28-2020 Renewal Due - Final Deadline  Jul-27-2020 Renewal (Grace Period) Due - Local Final Deadline  Jul-28-2020 Renewal (Grace Period) Due - Final Deadline
GET RICH 079953-0034	US	07/03/07	77220076			35	Abandoned


DM\_US 45621320-4,975953,0010

Trademark Status Report  
RICHRELEVANCE, INC.  
 Updated: 8/15/18

MARK CLIENT-MATTER NO.	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS / DEADLINES
GIFTSEE 079953-0067	US	04/22/09	77719968			42	Abandoned
GIFTSEE 079953-0067 EM	European Union	01/28/10	008841405	09/14/10	008841405	35 & 42	Registered Jan-27-2020 Renewal Due - Local Final Deadline  Jan-28-2020 Renewal Due - Final Deadline  Jul-27-2020 Renewal (Grace Period) Due - Local Final Deadline  Jul-28-2020 Renewal (Grace Period) Due - Final Deadline
MYRECS 079953-0054	US	03/05/09	77684193	03/02/10	3,755,992	42	Cancelled
MYRECS 079953-0054 EM	European Union	01/27/10	008839599	9/14/10	008839599	35 & 42	Registered Jan-26-2020 Renewal Due - Local Final Deadline  Jan-27-2020 Renewal Due - Final Deadline  Jul-26-2020 Renewal (Grace Period) Due - Local Final Deadline  Jul-27-2020 Renewal (Grace Period) Due - Final Deadline

DMC\_US\_45921320-4\_079953\_0010

Trademark Status Report  
**RICHRELEVANCE, INC.**  
 Updated: 8/15/18

MARK CLIENT-MATTER NO.	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS / DEADLINES
NAVIGATION PREDICTOR  Navigation Predictor™ 079953-0088	Sweden	6/12/06	2006/04808	10/6/06	0383916	9	Cancelled
PERSONALIZED MERCHANDISING 079953-0027	US	01/04/08	77364418			35	Abandoned
PERSONALIZED MERCHANDISING 079953-0028 {RR}	US	05/07/08	77467749			42	Abandoned
079953-0072	US	04/30/10	65027883	12/14/10	3,890,217	35, 42	Registered Dec-14-2020 Section 8 & 9 Affidavit/Renewal Due  Jun-14-2021 Section 8 & 9 Affidavit/Renewal (Grace Period) Due - Final Deadline

DMR\_US 45921520-4 079953.0010

Trademark Status Report  
**RICHRELEVANCE, INC.**  
 Updated: 8/15/18

MARK CLIENT-MATTER NO.	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS / DEADLINES
{RR} 079953-0072 CA	Canada	05/20/10	1482050	8/30/2011	TMA805568	35	Registered Aug-29-2026 Renewal Due - Local Final Deadline Aug-30-2026 Renewal Due - Final Deadline Feb-26-2027 Renewal (Grace Period) Due - Local Final Deadline Feb-28-2027 Renewal (Grace Period) Due - Final Deadline
{RR} 079953-0072 EM	European Union	05/21/10	009124876	10/06/10	09124876	35, 42	Registered May-20-2020 Renewal Due - Local Final Deadline May-21-2020 Renewal Due - Final Deadline Nov-20-2020 Renewal (Grace Period) Due - Local Final Deadline Nov-21-2020 Renewal (Grace Period) Due - Final Deadline
RADNET 079953-0036	US	12/13/07	77351759			35	Abandoned
REAL-TIME RELEVANCE	US	05/08/09	77732425			9	Abandoned

DM3\_US 45921326-4-079953 0010



**Trademark Status Report  
 RICRELEVANCE, INC.  
 Updated: 8/15/18**

MARK CLIENT-MATTER NO.	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS/DEADLINES
REALRELEVANCE 079953-0081	US	12/23/08	77639087	7/21/09	3657301	35	Cancelled
REALRELEVANCE 079953-0082	US	8/22/06	78957619	2/5/08	3378718	42	Cancelled
RESPECT THE SHOPPER 079953-0074	US	08/18/10	85110842	11/1/2011	4050462	35	Cancelled
RICHADS 079953-0076	US	4/26/12	85609585	12/11/12	4257557	35 & 42	Registered Dec-11-2018 Section 8 & 15 Affidavit Due  Jun-11-2019 Section 8 & 15 Affidavit (Grace Period) Due - Final Deadline  Dec-11-2022 Section 8 & 9 Affidavit/Renewal Due  Jun-11-2023 Section 8 & 9 Affidavit/Renewal (Grace Period) Due - Final Deadline

DM\_US\_64921376-4\_079953\_0010

Trademark Status Report  
RICHRELEVANCE, INC.  
 Updated: 8/15/18

MARK CLIENT-MATTER NO.	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS / DEADLINES
RICHADS 079953-0083 EM	European Union	10/17/12	11272821	3/18/13	11272821	35 & 42	Registered Oct-16-2022 Renewal Due - Local Final Deadline  Oct-17-2022 Renewal Due - Final Deadline  Apr-16-2023 Renewal (Grace Period) Due - Local Final Deadline  Apr-17-2023 Renewal (Grace Period) Due - Final Deadline
RICHMAIL 079953-0059	US	12/13/07	77351742	07/15/08	3467686	35	Cancelled
RICHMAIL 079953-0059 EM	European Union	01/28/10	008841488	09/14/10	008841488	35 & 42	Registered Jan-27-2020 Renewal Due - Local Final Deadline  Jan-28-2020 Renewal Due - Final Deadline  Jul-27-2020 Renewal (Grace Period) Due - Local Final Deadline  Jul-28-2020 Renewal (Grace Period) Due - Final Deadline

DNA\_US\_45921326-4\_079953\_6010

Trademark Status Report  
**RICHRELEVANCE, INC.**  
 Updated: 8/15/18

MARK CLIENT-MATTER NO.	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS/DEADLINES
RICHPRIMO 079953-0078	US	4/26/12	85609573	12/11/12	4257555	42	Registered Dec-11-2018 Section 8 & 15 Affidavit Due  Jun-11-2019 Section 8 & 15 Affidavit (Grace Period) Due - Final Deadline  Dec-11-2022 Section 8 & 9 Affidavit/Renewal Due  Jun-11-2023 Section 8 & 9 Affidavit/Renewal (Grace Period) Due - Final Deadline
RICHPRIMO 079953-0085 EM	European Union	10/17/12	11272788	3/18/13	11272788	42	Registered Oct-16-2022 Renewal Due - Local Final Deadline  Oct-17-2022 Renewal Due - Final Deadline  Apr-16-2023 Renewal (Grace Period) Due - Local Final Deadline  Apr-17-2023 Renewal (Grace Period) Due - Final Deadline
RICHREACH 079953-0035	US	12/13/07	77351432	09/08/09	3680635	35	Cancelled

DM\_ES\_43921320-4079551\_0010

Trademark Status Report  
**RICHRELEVANCE, INC.**  
 Updated: 8/15/18

MARK CLIENT-MATTER NO	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS / DEADLINES
RICHREACH 079953-0035 EM	European Union	01/27/10	008839871	09/14/10	008839871	35 & 42	Registered Jan-26-2020 Renewal Due - Local Final Deadline  Jan-27-2020 Renewal Due - Final Deadline  Jul-26-2020 Renewal (Grace Period) Due - Local Final Deadline  Jul-27-2020 Renewal (Grace Period) Due - Final Deadline
RICHRECS 079953-0060	US	12/13/07	77351202	07/15/08	3467680	35	Registered Status: Intend to Cancel per client instructions.  Jan-15-2019 Section 8 & 9 Affidavit/Renewal (Grace Period) Due - Final Deadline

TM\_DS\_45921320-4\_079953\_0010

Trademark Status Report  
**RICHRELEVANCE, INC.**  
 Updated: 8/15/18

MARK CLIENT-MATTER NO.	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS / DEADLINES
RICHRECS 079953-0060 EM	European Union	01/28/10	008842866	09/14/10	008842866	35 & 42	Registered Jan-27-2020 Renewal Due - Local Final Deadline  Jan-28-2020 Renewal Due - Final Deadline  Jul-27-2020 Renewal (Grace Period) Due - Local Final Deadline  Jul-28-2020 Renewal (Grace Period) Due - Final Deadline
RICHRELEVANCE 079953-0038	US	12/06/07	77345817	07/22/08	3471575	35	Registered Jul-22-2028 Section 8 & 9 Affidavit/Renewal Due  Jan-22-2029 Section 8 & 9 Affidavit/Renewal (Grace Period) Due - Final Deadline
RICHRELEVANCE 079953-0070	US	05/27/09	77745840	8/16/2011	4010797	42	Registered Aug-16-2021 Section 8 & 9 Affidavit/Renewal Due  Feb-16-2022 Section 8 & 9 Affidavit/Renewal (Grace Period) Due - Final Deadline

Doc\_US 45921326-4,079953,0010

Trademark Status Report  
RICHRELEVANCE, INC.  
 Updated: 8/15/18

MARK CLIENT-MATTER NO.	COUNTRY	FILING DATE	AFF. NO.	REG. DATE	REG. NO.	CLASS	STATUS / DEADLINES
RICHRELEVANCE 079953-0038 CA	Canada	10/23/08	1415592	10/6/2011	TMA808503	35, 42	Registered Oct-05-2016 Renewal Due - Local Final Deadline Oct-06-2016 Renewal Due - Final Deadline Apr-05-2027 Renewal (Grace Period) Due - Local Final Deadline Apr-06-2027 Renewal (Grace Period) Due - Final Deadline
RICHRELEVANCE 079953-0038 EM	European Union	10/14/08	007313001	06/10/09	007313001	35, 42	Registered Oct-13-2018 Renewal Due - Local Final Deadline Oct-14-2018 Renewal Due - Final Deadline Apr-13-2019 Renewal (Grace Period) Due - Local Final Deadline Apr-14-2019 Renewal (Grace Period) Due - Final Deadline
RICHRESULTS 079953-0073	US	08/18/10	85110852	11/29/2011	4064346	35	Cancelled

DM\_LTR 45621320-4-079953.0010

Trademark Status Report  
 RICHRELEVANCE, INC.  
 Updated: 8/15/18

MARK CLIENT-MATTER NO.	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS / DEADLINES
SEARCHANDISE 079933-0075	US	01/06/12	85510359	9/3/2013	4396951	35, 42	Registered Sep-03-2019 Section 8 & 15 Affidavit Due  Mar-03-2020 *Aff of Use/8 & 15 W/GRACE  Mar-03-2020 Section 8 & 15 Affidavit (Grace Period) Due - Final Deadline  Sep-03-2023 Section 8 & 9 Affidavit/Renewal Due  Mar-03-2024 Section 8 & 9 Affidavit/Renewal (Grace Period) Due - Final Deadline

ID#\_US\_45921520-4\_079933\_0010


Trademark Status Report  
**RICHRELEVANCE, INC.**  
 Updated: 8/15/18

MARK CLIENT-MATTER NO.	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS / DEADLINES
SERCHANDISE COMMERCE 079953-0080	US	7/13/10	85083331	11/6/12	4235890	35, 42	Registered Nov-06-2018 Section 8 & 15 Affidavit Due  May-06-2019 Section 8 & 15 Affidavit (Grace Period) Due - Final Deadline  Nov-06-2022 Section 8 & 9 Affidavit/Renewal Due  May-06-2023 Section 8 & 9 Affidavit/Renewal (Grace Period) Due - Final Deadline

DM\_18\_45921320-4-079953\_0910



Trademark Status Report  
**RICHRELEVANCE, INC.**  
 Updated: 8/15/18

MARK CLIENT-MATTER NO.	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS / DEADLINES
SHOPPING MEDIA 079953-0079	US	4/26/12	85609569	10/1/2013	4412388	35	Registered Oct-01-2019 Section 8 & 15 Affidavit Due  Apr-01-2020 *Aff of Use/8 & 15 W/GRACE  Apr-01-2020 Section 8 & 15 Affidavit (Grace Period) Due - Final Deadline  Oct-01-2023 Section 8 & 9 Affidavit/Renewal Due  Apr-01-2024 Section 8 & 9 Affidavit/Renewal (Grace Period) Due - Final Deadline
SOCIAL SEARCH OPTIMIZER   Social Search Optimizer™ 079953-0087	Sweden	6/12/06	2006/04809	10/6/06	0383917	9	Cancelled
XTREME PERSONALIZATION 079953-0068	US	05/13/09	77736406			42	Abandoned

DM\_US 45921320-4-079953-0010

Trademark Status Report  
**RICHRELEVANCE, INC.**  
 Updated: 8/15/18

MARK CLIENT-MATTER NO.	COUNTRY	FILING DATE	APP. NO.	REG. DATE	REG. NO.	CLASS	STATUS/DEADLINES
XTREME PERSONALIZATION 079953-0068 EM	European Union	01/28/10	008842957	09/14/10	008842957	35 & 42	Registered Jan-27-2020 Renewal Due - Local Final Deadline  Jan-28-2020 Renewal Due - Final Deadline  Jul-27-2020 Renewal (Grace Period) Due - Local Final Deadline  Jul-28-2020 Renewal (Grace Period) Due - Final Deadline
ZERO CLICK 079953-0069	US	01/27/10	77921651			9, 35, 42	Abandoned
ZERO CLICK 079953-0069 EM	European Union	03/08/10	008935876			9, 35, 42	Abandoned

DM\_US 45921320-4 079953.0010

**EXHIBIT B**

**PATENTS**

*(please see attached)*

# Granted Applications by Case Number

Wednesday, August 15, 2018

Page 1 of 2

Case Number, Country, Sub Case Case Type Status Expiration Date Title	Application Number, Date Publication Number, Date Patent Number, Date	Client and Reference Owner Attorneys Agent and Reference
800054.401 US PRI Granted 30-Jan-2031 MULTI-STRATEGY GENERATION OF PRODUCT RECOMMENDATIONS	12/415896 20100250336 8244564 31-Mar-2009 30-Sep-2010 14-Aug-2012	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
800054.403 US PRI Granted 24-Apr-2030 SYSTEM AND METHOD FOR PROVIDING TARGETED CONTENT	11/823260 20100106599 8209214 26-Jun-2007 29-Apr-2010 26-Jun-2012	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
800054.403C1 US CON Granted 09-Nov-2029 SYSTEM AND METHOD FOR PROVIDING TARGETED CONTENT	13/523737 20120316970 9639846 14-Jun-2012 13-Dec-2012 02-May-2017	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
800054.404 US PRI Granted 15-May-2029 SYSTEM AND METHOD FOR PROVIDING TARGETED CONTENT	11/823453 20090132553 8156138 26-Jun-2007 21-May-2009 10-Apr-2012	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
800054.412 US ORD Granted 20-Jun-2028 DEMAND-DRIVEN, COLLABORATIVE SYSTEMS AND PROCESSES FOR COLLECTING STRUCTURED INFORMATION	12/070589 20080263163 8108463 19-Feb-2008 23-Oct-2008 31-Jan-2012	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
800054.413 US ORD Granted 02-Oct-2030 DEMAND-DRIVEN, COLLABORATIVE SYSTEMS AND PROCESSES FOR COLLECTING STRUCTURED INFORMATION	12/070587 20080262896 8250139 19-Feb-2008 23-Oct-2008 21-Aug-2012	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
800054.414 US PRI Granted 28-Jun-2029 SYSTEM AND PROCESS FOR BOOSTING RECOMMENDATIONS FOR USE IN PROVIDING PERSONALIZED ADVERTISEMENTS TO RETAIL CUSTOM	12/151375 20090281973 8108329 06-May-2008 12-Nov-2009 31-Jan-2012	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
800054.415 US PRI Granted 28-Jun-2029 SYSTEM AND PROCESS FOR RECEIVING BOOSTING RECOMMENDATIONS FOR USE IN PROVIDING PERSONALIZED ADVERTISEMENTS TO RET	12/151299 20090261884 8019642 06-May-2008 12-Nov-2009 13-Sep-2011	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
800054.416 US PRI Granted 24-May-2030 SYSTEM AND PROCESS FOR IMPROVING PRODUCT RECOMMENDATIONS FOR USE IN PROVIDING PERSONALIZED ADVERTISEMENTS TO RET,	12/151376 20090281923 8364528 06-May-2008 12-Nov-2009 29-Jan-2013	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)

# Granted Applications by Case Number

Wednesday, August 15, 2018

Page 2 of 2

Case Number, Country, Sub Case Case Type Status Expiration Date Title	Application Number, Date Publication Number, Date Patent Number, Date	Client and Reference Owner Attorneys Agent and Reference
800054.416C1 US CON Granted 17-May-2028 SYSTEM AND PROCESS FOR IMPROVING PRODUCT RECOMMENDATIONS FOR USE IN PROVIDING PERSONALIZED ADVERTISEMENTS TO RET.	13/741251 20130198007 8924265 14-Jan-2013 01-Aug-2013 30-Dec-2014	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
800054.417 US PRI Granted 28-Dec-2028 SYSTEM AND PROCESS FOR IMPROVING RECOMMENDATIONS FOR USE IN PROVIDING PERSONALIZED ADVERTISEMENTS TO RETAIL CUSTO	12/151374 20090281885 8583624 06-May-2008 12-Nov-2009 12-Nov-2013	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
800054.420 US PRI Granted 14-Dec-2032 SELECTION OF CONTENT ITEM RECOMMENDATIONS BASED ON USER SEARCH RESULTS	13/282302 9996626 26-Oct-2011 12-Jun-2018	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)

# Pending/Published Applications by Case Number

Wednesday, August 15, 2018

Page 1 of 2

Case Number, Country, Sub Case Case Type Status Expiration Date Title	Application Number, Date Publication Number, Date Patent Number, Date	Client and Reference Owner Attorneys Agent and Reference
800054.401 US C3 CON Published	15/825458 20180082350 29-Nov-2017 22-Mar-2018	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
GENERATING DISPLAY INFORMATION USING A DYNAMICALLY SELECTED STRATEGY		
800054.403WO WO ORD Published	US2008/007835 WO2009/002525 26-Jun-2008 31-Dec-2008	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC US Patent and Trademark Office
SYSTEM AND METHOD FOR PROVIDING TARGETED CONTENT		
800054.404WO WO ORD Published	US2008/007935 WO2009/002525 26-Jun-2008 31-Dec-2008	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC US Patent and Trademark Office
SYSTEM AND METHOD FOR PROVIDING TARGETED CONTENT		
800054.405 US PRI Published	12/012323 20090198553 01-Feb-2008 06-Aug-2009	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
SYSTEM AND PROCESS FOR GENERATING A USER MODEL FOR USE IN PROVIDING PERSONALIZED ADVERTISEMENTS TO RETAIL CUSTOMER		
800054.405WO WO ORD Published	US2009/032286 WO2009/099842 28-Jan-2009 13-Aug-2009	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC US Patent and Trademark Office
SYSTEM AND PROCESS FOR GENERATING A USER MODEL FOR USE IN PROVIDING PERSONALIZED ADVERTISEMENTS TO RETAIL CUSTOMER		
800054.406 US PRI Published	12/012452 20090198555 01-Feb-2008 06-Aug-2009	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
SYSTEM AND PROCESS FOR SELECTING PERSONALIZED NON-COMPETITIVE ELECTRONIC ADVERTISING		
800054.407WO WO ORD Published	US2009/032295 WO2009/097363 28-Jan-2009 06-Aug-2009	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC US Patent and Trademark Office
SYSTEM AND PROCESS FOR PROVIDING COOPERATIVE ELECTRONIC ADVERTISING		
800054.408WO WO ORD Published	US2009/032298 WO2009/097365 28-Jan-2009 06-Aug-2009	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC US Patent and Trademark Office
SYSTEM AND PROCESS FOR IDENTIFYING USERS FOR WHICH NON-COMPETITIVE ADVERTISEMENTS IS RELEVANT		
800054.409 US PRI Published	12/012449 20090199233 01-Feb-2008 06-Aug-2009	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
SYSTEM AND PROCESS FOR GENERATING A SELECTION MODEL FOR USE IN PERSONALIZED NON-COMPETITIVE ADVERTISING		

# Pending/Published Applications by Case Number

Wednesday, August 15, 2018

Page 2 of 2

Case Number, Country, Sub Case Case Type Status Expiration Date Title	Application Number, Date Publication Number, Date Patent Number, Date	Client and Reference Owner Attorneys Agent and Reference
800054.409WO WO ORD Published	US2009/032472 WO2009/097457 25-Jan-2009 06-Aug-2009	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC US Patent and Trademark Office
SYSTEM AND PROCESS FOR GENERATING A SELECTION MODEL FOR USE IN PERSONALIZED NON-COMPETITIVE ADVERTISING		
800054.410 US PRI Published	12/012280 20090198551 01-Feb-2008 06-Aug-2009	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
SYSTEM AND PROCESS FOR SELECTING PERSONALIZED NON-COMPETITIVE ELECTRONIC ADVERTISING FOR ELECTRONIC DISPLAY		
800054.412WO WO ORD Published	US2008/002197 WO2008/103362 20-Feb-2008 28-Aug-2008	richrelevance Edvert, Inc. JDW, JDW, JDW, SCC US Patent and Trademark Office
DEMAND-DRIVEN, COLLABORATIVE SYSTEMS AND PROCESSES FOR COLLECTING STRUCTURED INFORMATION		
800054.413WO WO ORD Published	US2008/002196 WO2008/103361 20-Feb-2008 28-Aug-2008	richrelevance Edvert, Inc. JDW, JDW, JDW, SCC US Patent and Trademark Office
DEMAND-DRIVEN, COLLABORATIVE SYSTEMS AND PROCESSES FOR COLLECTING STRUCTURED INFORMATION		
800054.419 US ORD Pending	13/179365 08-Jul-2011	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
CONTEXTUAL ANALYSIS AND CONTROL OF CONTENT ITEM SELECTION		
800054.420 US C1 CON Pending	16/004021 08-Jun-2018	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
CATEGORY-BASED MODIFICATION OF SEARCH RESULTS		
800054.424 US PRI Pending	14/330963 14-Jul-2014	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
ASSOCIATING COMMERCE-RELATED EVENTS WITH PARTICIPATING CUSTOMERS		
800054.425 US PRI Pending	14/070201 01-Nov-2013	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
PERFORMING PERSONALIZED CATEGORY-BASED PRODUCT SORTING		
800054.427 US PRI Pending	14/452337 05-Aug-2014	richrelevance RichRelevance, Inc. JDW, JDW, JDW, SCC Seed Intellectual Property Law Group LLP(Seattle)
DETERMINING PROMOTIONAL INFORMATION FOR IN-STORE CUSTOMERS		