

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM620675

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Escalate Capital Partners SBIC III, LP		01/14/2021	Limited Partnership: DELAWARE

RECEIVING PARTY DATA

Name:	Binary Fountain, Inc.
Street Address:	1660 International Drive
Internal Address:	Suite 225
City:	McLean
State/Country:	VIRGINIA
Postal Code:	22102
Entity Type:	Corporation: DELAWARE
Name:	BF RIO HOLDINGS, INC.
Street Address:	1660 International Drive
Internal Address:	SUITE 225
City:	McLean
State/Country:	VIRGINIA
Postal Code:	22102
Entity Type:	Corporation: DELAWARE
Name:	Riosoft Holdings, Inc.
Street Address:	8080 Dagget Street
Internal Address:	Suite 220
City:	San Diego
State/Country:	CALIFORNIA
Postal Code:	92111
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Serial Number:	88433835	PX SCORE
Serial Number:	88433830	P PATIENT EXPERIENCE SCORE
Serial Number:	88433852	FOUNTAIN ANALYTICS
Serial Number:	88433846	FOUNTAIN ANALYTICS

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	88433815	P
Registration Number:	4698814	BINARY FOUNTAIN
Registration Number:	4924561	PROVIDER SOCIAL INDEX
Registration Number:	5001730	PSI
Registration Number:	5038823	SOCIAL COMPASS
Registration Number:	5446940	BINARY HEALTH ANALYTICS
Registration Number:	5446941	BINARY STAR RATINGS
Serial Number:	88387944	DRIVING SEARCH TO SALES
Registration Number:	5419234	RIOLocal
Registration Number:	4476264	RIO SEO
Serial Number:	86767767	SEARCH TO SALES
Registration Number:	5781926	SEARCH TO SALE
Serial Number:	88387891	DRIVING SEARCH TO SALES

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.

Email: lvincent@mcguirewoods.com

Correspondent Name: Stephanie A. Martinez

Address Line 1: 800 East Canal Street

Address Line 4: Richmond, VIRGINIA 23219

NAME OF SUBMITTER: Stephanie Martinez

SIGNATURE: /Stephanie Martinez/

DATE SIGNED: 01/15/2021

Total Attachments: 5

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**TERMINATION AND RELEASE OF SECURITY INTEREST IN
INTELLECTUAL PROPERTY**

This **TERMINATION AND RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY**, dated as of January 14, 2021 (“Release”), is made by **ESCALATE CAPITAL PARTNERS SBIC III, LP**, a Delaware limited partnership (“Lender”), in favor of **BINARY FOUNTAIN, INC.**, a Delaware corporation (“Binary Fountain”), **BF RIO HOLDINGS, INC.**, a Delaware corporation (“BF Rio”), and **RIOSoft HOLDINGS, INC.** a Delaware corporation (“RioSoft”, together with Binary Fountain and BF Rio, jointly and severally, each a “Grantor” and collectively, the “Grantors”) with Binary Fountain and BF Rio having a principal place of business located at 1660 International Drive, Suite 225, McLean, VA 22102 and RioSoft having a principal place of business located at 8080 Dagget Street, Suite 220, San Diego, CA 92111. Capitalized terms used herein without definition shall have the meanings ascribed to such terms in the IP Security Agreement, whether directly or by reference.

WHEREAS, pursuant to (i) that certain Loan and Security Agreement dated as of October 11, 2019 (as may have been amended, restated, supplemented, modified, extended, renewed or replaced from time to time, the “Credit Agreement”) by and between Lender and Grantors and (ii) that certain Intellectual Property Security Agreement dated as of October 11, 2019 (the “IP Security Agreement”), by and between Lender and Grantors, each Grantor granted to Lender a security interest (the “Security Interest”) in all of such Grantor’s right, title and interest in, its Intellectual Property (including without limitation those Copyrights, Patents and Trademarks listed on Schedules A, B, and C hereto) and all proceeds thereof (such as, by way of example but not by way of limitation, license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, all rights corresponding thereto throughout the world and all re-issues, divisions continuations, renewals, extensions and continuations-in-part thereof (collectively, the “Intellectual Property Collateral”);

WHEREAS, the IP Agreement was recorded with the Office of the Commissioner of Trademarks at the USPTO at Reel 6773 Frame 0454 on October 17, 2019;

WHEREAS, the IP Agreement was recorded with the Office of the Commissioner of Patents at the USPTO at Reel 050743 Frame 0892 on October 17, 2019; and

WHEREAS, pursuant to the terms of the Credit Agreement, the Lender has agreed to release the Security Interest in the Intellectual Property Collateral.

NOW THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and with the intention of being legally bound hereby, Lender hereby terminates the IP Security Agreement and hereby cancels, discharges, and releases the Security Interest in the Intellectual Property Collateral.

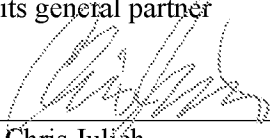
Each Grantor (and any person or entity hereafter holding any right, title or interest in the Intellectual Property Collateral of such Grantor) is hereby authorized to record this Release with respect to the Intellectual Property Collateral of such Grantor, at Grantor’s or such person’s or entity’s expense.

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IN WITNESS WHEREOF, Lender has caused this Termination and Release of Security Interest in Intellectual Property to be duly executed as of the date first set forth above.

ESCALATE CAPITAL PARTNERS SBIC III, LP

By: Escalate SBIC Capital Management III, LLC,
its general partner

By: 
Name: Chris Julich
Title: Manager

SCHEDULE A
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None.

SCHEDULE B

PATENTS

<u>Description</u>	<u>Registration Number</u>	<u>Registration Date</u>
System and method for measuring the effectiveness of an on-line advertisement campaign	8,838,560	September 16, 2014
Centralized web-based software solutions for search engine optimization	7,877,392	January 25, 2011
System and method for optimizing paid search advertising campaigns based on natural search traffic	8,396,742	March 12, 2013
Centralized web-based software solution for search engine optimization	8,473,495	June 25, 2013
System and method for optimizing paid search advertising campaigns based on natural search traffic	8,706,548	April 22, 2014
Tracking implicit trajectory of content sharing	8,700,618	April 15, 2014

Lender's security interest recorded at the US Patent and Trademark Office on October 17, 2019 at Reel 050743 Frame 0892.

SCHEDULE C

TRADEMARKS

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
PX Score	88/433,835	August 3, 2019
Patient Experience Score	88/433,830	August 3, 2019
Fountain Analytics Font/Style	88/433,852	August 3, 2019
Fountain Analytics	88/433,846	August 3, 2019
PX Score Logo	88/433,815	August 3, 2019
Binary Fountain	4,698,814	March 10, 2015
Provider Social Index	4,924,561	March 22, 2016
PSI	5,001,730	July 19, 2016
Social Compass	5,038,823	March 2, 2016
Binary Health Analytics	5,446,940	April 17, 2018
Binary Star Ratings	5,446,941	April 17, 2018
DRIVING SEARCH TO SALES (Service mark)	88/387944	April 16, 2019
RioLocal	5,419,234	March 6, 2018
rio seo	4,476,264	January 28, 2014
SEARCH TO SALES	86/767767	September 24, 2015
SEARCH TO SALE	5,781,926	June 18, 2019
DRIVING SEARCH TO SALES (Trademark)	88/387891	April 16, 2019
RIO SEO & Design	4,476,264	January 28, 2014

Lender's security interest recorded at the US Patent and Trademark Office on October 17, 2019 at Reel 6773 Frame 0454.