

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM632381

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Nativo, Inc.		03/31/2015	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Western Alliance Bank, an Arizona corporation F/K/A Bridge Bank, National Association		
Street Address:	55 Almaden Boulevard, Suite 100		
City:	San Jose		
State/Country:	CALIFORNIA		
Postal Code:	95113		
Entity Type:	Corporation: ARIZONA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	88680861	NATIVO IQ	
Serial Number:	88691180	NATIVO EDGE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	7033826485		
Email:	DHall@vlplawgroup.com		
Correspondent Name:	Davis Hall		
Address Line 1:	12703 Hitchcock Court		
Address Line 4:	Reston, VIRGINIA 20191		
NAME OF SUBMITTER:	Davis Hall		
SIGNATURE:	/DavisHall/		
DATE SIGNED:	03/16/2021		
Total Attachments: 7			
source=(WAL-Nativo) IPSA_3-31-15 (as filed 3-16-21)#page1.tif			
source=(WAL-Nativo) IPSA_3-31-15 (as filed 3-16-21)#page2.tif			
source=(WAL-Nativo) IPSA_3-31-15 (as filed 3-16-21)#page3.tif			
source=(WAL-Nativo) IPSA_3-31-15 (as filed 3-16-21)#page4.tif			

OP \$65.00 88680861

source=(WAL-Nativo) IPSA_3-31-15 (as filed 3-16-21)#page5.tif

source=(WAL-Nativo) IPSA_3-31-15 (as filed 3-16-21)#page6.tif

source=(WAL-Nativo) IPSA_3-31-15 (as filed 3-16-21)#page7.tif

INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT, dated as of March 31, 2015, (the "Agreement") between BRIDGE BANK, NATIONAL ASSOCIATION ("Lender") and NATIVO, INC., ("Grantor") is made with reference to the Loan and Security Agreement, dated as of March 31, 2015 (as amended from time to time, the "Loan Agreement"), between Lender and Grantor. Terms defined in the Loan Agreement have the same meaning when used in this Agreement.

For good and valuable consideration, receipt of which is hereby acknowledged, Grantor hereby covenants and agrees as follows:

To secure the Obligations under the Loan Agreement, Grantor grants to Lender a security interest in all right, title, and interest of Grantor in any of the following, whether now existing or hereafter acquired or created in any and all of the following property (collectively, the "Intellectual Property Collateral"):

(a) copyright rights, copyright applications, copyright registrations and like protections in each work or authorship and derivative work thereof, whether published or unpublished and whether or not the same also constitutes a trade secret, now or hereafter existing, created, acquired or held (collectively, the "Copyrights"), including the Copyrights described in Exhibit A;

(b) trademark and servicemark rights, whether registered or not, applications to register and registrations of the same and like protections, and the entire goodwill of the business of Borrower connected with and symbolized by such trademarks (collectively, the "Trademarks"), including the Trademarks described in Exhibit B;

(c) patents, patent applications and like protections including without limitation improvements, divisions, continuations, renewals, reissues, extensions and continuations-in-part of the same (collectively, the "Patents"), including the Patents described in Exhibit C;

(d) mask work or similar rights available for the protection of semiconductor chips or other products (collectively, the "Mask Works");

(e) trade secrets, and any and all intellectual property rights in computer software and computer software products;

(f) design rights;

(g) 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;

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

(i) amendments, renewals and extensions of any of the Copyrights, Trademarks, Patents, or Mask Works; and

(j) 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.

The rights and remedies of Lender with respect to the security interests granted hereunder are in addition to those set forth in the Loan Agreement, and those which are now or hereafter available to Lender as a matter of law or equity. Each right, power and remedy of Lender provided for herein or in the Loan Agreement, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall

be in addition to every right, power or remedy provided for herein, and the exercise by Lender of any one or more of such rights, powers or remedies does not preclude the simultaneous or later exercise by Lender of any other rights, powers or remedies.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

GRANTOR:
NATIVO, INC.

By: _____

Name: JUSTIN CHOI

Title: CEO

LENDER:
BRIDGE BANK, NATIONAL ASSOCIATION

By: _____

Name: _____

Title: _____

Address for Notices:
NATIVO, INC.
200 North Sepulveda Blvd., Suite 400
El Segundo, CA 90245
Attn: Justin Choi
FAX: () _____
EMAIL: _____

Address for Notices:
Bridge Bank, National Association
3200 Park Center Plaza, Suite 350
Costa Mesa, CA 92626
Attn: Mark Breneman
FAX: () _____
EMAIL: mark.breneman@bridgebank.com

be in addition to every right, power or remedy provided for herein, and the exercise by Lender of any one or more of such rights, powers or remedies does not preclude the simultaneous or later exercise by Lender of any other rights, powers or remedies.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

GRANTOR:

NATIVO, INC.

By: _____

Name: _____

Title: _____

Address for Notices:

NATIVO, INC.
200 North Sepulveda Blvd., Suite 400
El Segundo, CA 90245
Attn: Justin Choi
FAX: (____) _____
EMAIL: _____

LENDER:

BRIDGE BANK, NATIONAL ASSOCIATION

By: Justin Choi

Name: Grant Simon

Title: Relationship Manager

Address for Notices:

Bridge Bank, National Association
3200 Park Center Plaza, Suite 350
Costa Mesa, CA 92626
Attn: Mark Breneman
FAX: (____) _____
EMAIL: mark.breneman@bridgebank.com

EXHIBIT A
COPYRIGHTS

Please Check if No Copyrights Exist

Type of Work:	Title:	International Standard Serial Number (ISSN):	Registration Number:	Filing Date:	Pre-registered?

Exhibit B
TRADEMARKS

Please Check if No Trademarks Exist

<u>Mark / Title:</u>	<u>U.S. Serial Number:</u>	<u>U.S. Registration Number:</u>	<u>UPTO Reference Number:</u>	<u>Filing Date:</u>
N NATIVO	85841304	4697951		2/5/13
NATIVO	85861547	4657852		2/27/13
MEMO	88139908	5745501		10/2/18
SIMPLEREACH	87206132	5240137		10/17/16
NATIVO IQ	88680861	6246859		11/5/19
NATIVO EDGE	88691180			11/13/19

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>
Brand monitoring and marketing system	N/A	11359003	Published	2/21/06
Press release distribution system	N/A	11772014	Published	6/29/07
Press release distribution system	N/A	13871794	Published	4/26/13
Press release distribution system	N/A	15485153		4/11/17
Detecting compatible layouts for content-based native ads	N/A	15841165		12/13/17
Press release distribution system	N/A	15476876		3/31/17
Brand monitoring and marketing system	N/A	15009752		1/28/16
Press release distribution system	9652781	15069908		3/14/16
Measuring content consumption	9912768	15142439		4/29/16
Detecting compatible layouts for content-based native ads	9880994	14310933		6/20/14
MEASURING CONTENT CONSUMPTION		15880278		1/25/18
SERVER SIDE WEB BASED AD STITCHING AND USER SPECIFIC OPTIMIZATION		17018685		9/11/20
DETECTING COMPATIBLE LAYOUTS FOR		17080577		10/26/20

CONTENT-BASED NATIVE ADS				
SERVER SIDE CONTENT PAGE RE-RENDERING		16887222		5/29/20
MEASURING CONTENT CONSUMPTION		16930086		7/15/20
MAKING REAL- TIME CONTENT SELECTION DECISIONS BASED ON MULTIVARIATE TESTING		16683060		11/13/19
OPTIMIZING THIRD PARTY TAG INSERTION		16683064		11/13/19
NATIVE ONLINE AD CREATION		16511895		7/15/19
Detecting compatible layouts for content-based native ads	10860792	16275772		2/14/19
Server side web based ad stitching and user specific optimization	10817585	16219018		12/13/18
Server side content page re-rendering	10726077	15425801		2/6/17
Native online ad creation	10410257	14133442		12/18/13