

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM642784

|   |                                     |                         |                         |
|---|-------------------------------------|-------------------------|-------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                      |                         |                         |
| <b>NATURE OF CONVEYANCE:</b>  | SECURITY INTEREST                   |                         |                         |
| <b>CONVEYING PARTY DATA</b>   |                                     |                         |                         |
| <b>Name</b>   | <b>Formerly</b>                     | <b>Execution Date</b>   | <b>Entity Type</b>      |
| ADARA, INC.   |                                     | 03/17/2021              | Corporation: CALIFORNIA |
| <b>RECEIVING PARTY DATA</b>   |                                     |                         |                         |
| <b>Name:</b>  | WESTERN ALLIANCE BANK               |                         |                         |
| <b>Street Address:</b>  | 201 SPEAR STREET                    |                         |                         |
| <b>Internal Address:</b>  | SUITE 1500                          |                         |                         |
| <b>City:</b>  | SAN FRANCISCO                       |                         |                         |
| <b>State/Country:</b>   | CALIFORNIA                          |                         |                         |
| <b>Postal Code:</b>   | 94105                               |                         |                         |
| <b>Entity Type:</b>   | Corporation: ARIZONA                |                         |                         |
| <b>PROPERTY NUMBERS Total: 4</b>  |                                     |                         |                         |
| <b>Property Type</b>  | <b>Number</b>                       | <b>Word Mark</b>        |                         |
| <b>Serial Number:</b>   | 90236410                            | VERIFIED IDENTITY       |                         |
| <b>Serial Number:</b>   | 90236396                            | ADARA VERIFIED IDENTITY |                         |
| <b>Serial Number:</b>   | 90236379                            | ADARA INTENT INDEX      |                         |
| <b>Serial Number:</b>   | 90236348                            | ADARA PRIVACY TOKEN     |                         |
| <b>CORRESPONDENCE DATA</b>  |                                     |                         |                         |
| <b>Fax Number:</b>  | 4048853900                          |                         |                         |
| <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>   | 4048853868                          |                         |                         |
| <b>Email:</b>   | rusty.close@troutman.com            |                         |                         |
| <b>Correspondent Name:</b>  | CHRISTOPHER CLOSE                   |                         |                         |
| <b>Address Line 1:</b>  | TROUTMAN PEPPER LLP                 |                         |                         |
| <b>Address Line 2:</b>  | 600 PEACHTREE STREET NE, SUITE 3000 |                         |                         |
| <b>Address Line 4:</b>  | ATLANTA, GEORGIA 30308-2216         |                         |                         |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 039299.000037                       |                         |                         |
| <b>NAME OF SUBMITTER:</b>   | Christopher C Close, Jr.            |                         |                         |
| <b>SIGNATURE:</b>   | /Christopher C. Close Jr./          |                         |                         |
| <b>DATE SIGNED:</b>   | 04/28/2021                          |                         |                         |

CH \$115.00 90236410

**Total Attachments: 4**

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**ADDENDUM TO INTELLECTUAL PROPERTY SECURITY AGREEMENT**

March 17, 2021

This **ADDENDUM TO INTELLECTUAL PROPERTY SECURITY AGREEMENT** (this “**Addendum**”) is executed pursuant to, and is an addendum to, that certain Intellectual Property Security Agreement dated as of January 31, 2020 by and between **ADARA, INC.**, a California corporation, (“**Grantor**”), and **WESTERN ALLIANCE BANK**, an Arizona corporation (“**Bank**”), as the same may be amended, modified, supplement or restated from time to time. This Addendum is presented for recordation as constructive notice that Grantor, the owner of the intellectual property identified in the exhibits attached hereto, has granted to Bank, a security interest in the intellectual property, and the exclusive rights comprised in the intellectual property, to secure payment of a debt.

[Signature Page Follows]

IN WITNESS WHEREOF, Grantor has executed this Addendum as of the date first referenced above.

ADARA, INC., a California corporation

By: 

Name: Layton Han

Title: CEO

[Signature Page -- Addendum to Intellectual Property Security Agreement]

TRADEMARK

REEL: 007273 FRAME: 0257

EXHIBIT A

Trademarks

| No. | Description                | Serial Number | Application Date |
|-----|----------------------------|---------------|------------------|
| 1.  | VERIFIED IDENTITY          | 90/236,410    | 10/05/2020       |
| 2.  | ADARA VERIFIED<br>IDENTITY | 90/236,396    | 10/05/2020       |
| 3.  | ADARA INTENT<br>INDEX      | 90/236,379    | 10/05/2020       |
| 4.  | ADARA PRIVACY<br>TOKEN     | 90/236,348    | 10/05/2020       |

EXHIBIT B

Patents

| No. | Description   | Application Number | Application Date |
|-----|---|--------------------|------------------|
| 1.  | Distributed data rights management for peer data pools              | 16/423,502         | 05/28/2019       |
| 2.  | Identification of visit location and connection with tracked events | 16/556,176         | 8/29/2019        |