

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM645630

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		05/07/2021	Limited Partnership: DELAWARE
RECEIVING PARTY DATA			
Name:	PEBBLEPOST, INC.		
Street Address:	400 Lafayette Street, 2nd Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	4892683	PEBBLEPOST	
Registration Number:	4924627	PROGRAMMATIC DIRECT MAIL	
Registration Number:	5089260	PEBBLEPOST	
Registration Number:	5106745	PROGRAMMATIC DIRECT MARKETING	
Registration Number:	5102172	PROGRAMMATIC DIRECT	
Registration Number:	5494079	PROGRAMMATIC CATALOG	
Registration Number:	5488404	PROGRAMMATIC POSTCARD	
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:	650-843-5801		
Email:	jgu@cooley.com		
Correspondent Name:	Jennifer Gu		
Address Line 1:	3175 Hanover Street		
Address Line 4:	Palo Alto, CALIFORNIA 94304		
ATTORNEY DOCKET NUMBER:	338649-100		
NAME OF SUBMITTER:	Jennifer Gu		
SIGNATURE:	/Jennifer Gu/		

CH \$190.00 4892683

DATE SIGNED:	05/10/2021
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Total Attachments: 9

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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 May 7, 2021 (“Release”), is made by **ESCALATE CAPITAL PARTNERS SBIC III, LP**, a Delaware limited partnership (“Lender”), in favor of **PEBBLEPOST, INC.**, a Delaware corporation (“Grantor”) with its principal place of business located at 400 Lafayette Street, 2nd Floor, New York, NY 10003.

WHEREAS, pursuant to that certain (i) Loan and Security Agreement dated as of October 30, 2018 (as amended, restated, supplemented, modified, extended, renewed or replaced from time to time, the “Loan Agreement”) by and between Lender and Grantor, and (ii) Intellectual Property Security Agreement dated as of October 30, 2018 by and between Lender and Grantor (the “IP Agreement”, together with the Loan Agreement, the “Loan Documents”), Grantor granted and conveyed to Lender a security interest in the entire right, title and interest of Grantor in and to all of Grantor’s Intellectual Property;

WHEREAS, the IP Agreement was recorded with the US Patent and Trademark Office (“USPTO”) on November 1, 2018 at Reel No. 6509, Frame No. 0238, for the trademarks listed on Schedule A attached hereto and at Reel No. 047389, Frame No. 0418, for the patents listed on Schedule B attached hereto.

NOW THEREFORE, in consideration of the mutual promises and undertakings set forth herein 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 agrees as follows:

SECTION 1. Defined Terms. Capitalized terms used herein without definition shall have the meanings ascribed to such terms in the Loan Agreement, as applicable.

SECTION 2. Termination and Release. Lender, without representation, warranty, or recourse, hereby:

(a) terminates the IP Agreement and terminates, cancels, discharges, and releases the mortgage, pledge, and hypothecation and liens on and security interests in and to the entire right, title, and interest of Grantor in and to all of Grantor’s Intellectual Property listed on Schedules A and B attached hereto, granted pursuant to the Loan Documents;

(b) re-assigns, grants and re-conveys to the Grantor any and all of the right, title, and interest of Grantor that may have been acquired in and to all of Grantor’s Intellectual Property listed on Schedules A and B; and

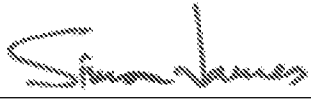
(c) authorizes the recordation of this Release with the USPTO, at Grantor’s expense.

SECTION 3. Choice of Law. This Release shall be governed by and construed in accordance with the laws of the State of California, without regard to its conflict of laws principles.

[Remainder of Page Intentionally Left Blank; Signature Page Follows]

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: 
Name: Simon James
Title: Manager

Address:
6300 Bridgepoint Parkway
Building 1, Suite 480
Austin, Texas 78730

SCHEDULE A
TRADEMARKS

<u>Mark</u>	<u>Registration/ Application Number</u>	<u>Description</u>	<u>Status</u>	<u>Jurisdiction</u>
PEBBLEPOST	Reg. No. 4,892,683	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35) Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)	<u>Filed:</u> June 22, 2015 <u>Registered:</u> Jan. 26, 2016	USA
PROGRAMMATIC DIRECT MAIL	Reg. No. 4,924,627	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35) Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)	<u>Filed:</u> June 22, 2015 <u>Registered</u> <u>Supplemental Register:</u> March 22, 2016	USA

 (PEBBLEPOST and Design)	Reg. No. 5,089,260	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35) Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)	<u>Filed:</u> October 1, 2015 <u>Registered:</u> Nov. 29, 2016	USA
PROGRAMMATIC DIRECT MARKETING	Reg. No. 5,106,745	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35) Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)	<u>Filed:</u> September 1, 2016 Registered Supplemental <u>Registered:</u> Dec. 20, 2016	USA
PROGRAMMATIC DIRECT	Reg. No. 5,102,172	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35)	<u>Filed:</u> September 1, 2016 Registered Supplemental <u>Registered:</u> Dec. 13, 2016	USA

PROGRAMMATIC CATALOG	Reg. No. 5,494,079	Marketing services; direct marketing services; direct mail advertising services; direct mail services in the nature of advertising; dissemination of advertising matter; creation and distribution of dynamically rendered direct mail advertising matter (class 35)	<u>Filed:</u> Dec. 14, 2016 <u>Registered Supplemental Registered:</u> June 12, 2018	USA
PROGRAMMATIC POSTCARD	Reg. No. 5,488,404	Marketing services; direct marketing services; direct mail advertising services; direct mail services in the nature of advertising; dissemination of advertising matter; creation and distribution of dynamically rendered direct mail advertising matter (class 35)	<u>Filed:</u> Jan. 31, 2017 <u>Registered Supplemental Registered:</u> June 5, 2018	USA
PEBBLEPOST	App. No. 1829554	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35) Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)	<u>Filed:</u> March 27, 2017 Application pending	Canada

PEBBLEPOST	Reg. No. 16553802	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35) Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)	<u>Filed:</u> April 5, 2017 <u>Registered:</u> Sept. 1, 2017	E.U
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PEBBLEPOST	Reg. No. 3224095	<p>Computer software; computer software for the creation, management, transmission, development and/or design of data, text, images, graphics and/or audio visual materials including online, via the Internet or via other communication networks; computer software for the collection and distribution of data, text, images, graphics and/or audio visual materials including online, via the Internet or via other communication networks (class 9)</p> <p>Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35)</p> <p>Communication of information by electronic means; message sending and message delivery services online, via the Internet or via other communication networks; transmission of information online, via the Internet or via other communication networks; transmission of data, text, images, graphics and/or audio visual materials; transmission of electronic publications online, via the Internet or via other communication networks (class 38)</p> <p>Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)</p>	<p><u>Filed:</u> April 10, 2017 <u>Registered:</u> June 30, 2017</p>	U.K.
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<p>PROGRAMMATIC DIRECT MAIL</p>	<p>App. No. 1840129</p>	<p>Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35)</p> <p>Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)</p>	<p>Filed: May 31, 2017 Application pending</p>	<p>Canada</p>
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SCHEDULE B

PATENTS

<u>Description</u>	<u>Country</u>	<u>Application Number</u>	<u>Application Date</u>
Prospect Selection for Direct Mail	US	62/566,932	10/2/2017
Associating Anonymized Identifiers with Addressable Endpoints	US	62/718,260	8/13/2018
Prospect Selection for Direct Mail	PCT	PCT/US2018/053942	10/2/2018
Prospect Selection for Direct Mail	US	16/149,805	10/2/2018
Collateral Generation System for Direct Mail	US	15/382,086	12/16/2016
Collateral Generation System for Direct Mail	Canada	3,008,842	12/16/2016
Collateral Generation System for Direct Mail	European Patent Office	16876813.3	12/16/2016
Collateral Generation System for Direct Mail	Australia	2016369558	12/16/2016
Collateral Generation System for Direct Mail	New Zealand	743696	12/16/2016
Collateral Generation System for Direct Mail	PCT	PCT/US2016/067281	12/16/2016
Collateral Generation System for Direct Mail	US	62/269,885	12/18/2015