

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM644732

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

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-------------------------------------|----------|----------------|--------------|
| Venture Lending & Leasing VI, Inc. | | 04/30/2021 | Corporation: |
| Venture Lending & Leasing VII, Inc. | | 04/30/2021 | Corporation: |

RECEIVING PARTY DATA

| | |
|--------------------------|-----------------------|
| Name: | Quantcast Corporation |
| Street Address: | 795 Folsom Street |
| Internal Address: | 5th Floor |
| City: | San Francisco |
| State/Country: | CALIFORNIA |
| Postal Code: | 94107 |
| Entity Type: | Corporation: DELAWARE |

PROPERTY NUMBERS Total: 7

| Property Type | Number | Word Mark |
|-----------------------------|---------|-------------------------|
| Registration Number: | 3609379 | GET QUANTIFIED |
| Registration Number: | 3675378 | QUANTCAST |
| Registration Number: | 3675377 | QUANTCAST |
| Registration Number: | 3837198 | QUANTCAST |
| Registration Number: | 4509287 | QU NTCAST |
| Registration Number: | 4639687 | KNOW AHEAD. ACT BEFORE. |
| Registration Number: | 4647793 | NET NEW |

CORRESPONDENCE DATA

Fax Number: 4155204700

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: 415-872-4753

Email: ipteam@quantcast.com

Correspondent Name: Robin W. Reasoner

Address Line 1: 795 Folsom Street

Address Line 2: 5th Floor

Address Line 4: San Francisco, CALIFORNIA 94107

TRADEMARK

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| NAME OF SUBMITTER: | Andrea Wheeler |
| SIGNATURE: | /Andrea Wheeler/ |
| DATE SIGNED: | 05/06/2021 |
| Total Attachments: 7 source=Quantcast_Venture Lending & Leasing_IP Release#page1.tif source=Quantcast_Venture Lending & Leasing_IP Release#page2.tif source=Quantcast_Venture Lending & Leasing_IP Release#page3.tif source=Quantcast_Venture Lending & Leasing_IP Release#page4.tif source=Quantcast_Venture Lending & Leasing_IP Release#page5.tif source=Quantcast_Venture Lending & Leasing_IP Release#page6.tif source=Quantcast_Venture Lending & Leasing_IP Release#page7.tif | |

**TERMINATION OF SECURITY INTEREST IN
PATENTS, TRADEMARKS, AND COPYRIGHTS**

WHEREAS, Quantcast Corporation, a Delaware corporation with its principal place of business at 795 Folsom St., 5th Floor, San Francisco CA (the "*Grantor*"), is the owner of record of the patents and patent applications listed on the attached Exhibit A (collectively, the "*Patents*"), the trademarks and trademark applications listed on the attached Exhibit B (collectively, the "*Trademarks*"), and the copyrights listed on the attached Exhibit C (collectively, the "*Copyrights*");

WHEREAS, the Grantor entered into a Security Agreement, dated as of October 25, 2011, between the Grantor and Venture Lending & Leasing VI, Inc. and Venture Lending & Leasing VII, Inc. (together, the "*Secured Party*"), a true and correct copy of which was recorded by the United States Patent and Trademark Office on June 18, 2013, at Reel 030652 and Frame 0498;

WHEREAS, the Grantor entered into a Security Agreement, dated as of October 15, 2013, between the Grantor and the Secured Party, a true and correct copy of which was recorded by the United States Patent and Trademark Office on October 18, 2013, at Reel 031438 and Frame 0474;

WHEREAS, the Grantor entered into a Supplemental Agreement, dated as of June 27, 2014, to the Security Agreement dated as of October 15, 2013 between the Grantor and the Secured Party, a true and correct copy of which was recorded by the United States Patent and Trademark Office on July 17, 2014, at Reel 005324 and Frame 0171;

WHEREAS, the Grantor entered into a Supplemental Agreement, dated as of August 26, 2014, to the Security Agreement dated as of October 15, 2013 between the Grantor and the Secured Party, a true and correct copy of which was recorded by the United States Patent and Trademark Office on September 30, 2014, at Reel 033861 and Frame 0875;

WHEREAS, the Grantor entered into a Supplemental Agreement, dated as of May 15, 2015, to the Security Agreement dated as of October 15, 2013 between the Grantor and the Secured Party, a true and correct copy of which was recorded by the United States Patent and Trademark Office on May 18, 2015, at Reel 035657 and Frame 0849;

WHEREAS, the Grantor entered into a Supplemental Agreement, dated as of May 11, 2016, to the Security Agreement dated as of October 15, 2013 between the Grantor and the Secured Party, a true and correct copy of which was recorded by the United States Patent and Trademark Office on May 12, 2016, at Reel 038571 and Frame 0371; and

WHEREAS, the Secured Party desires to release its security interest in the Patents, Trademarks, and Copyrights, and terminate each of the Security Agreements and Supplemental Agreements referenced above (collectively, the "**Subject Security Agreements**").

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

1. releases and reassigns to the Grantor any and all liens, security interests, right, title and interest of Secured Party pursuant to the Subject Security Agreements in the Patents, without recourse;

2. releases and reassigns to the Grantor any and all liens, security interests, right, title and interest of Secured Party pursuant to the Subject Security Agreements in the Trademarks, without recourse;

3. releases and reassigns to the Grantor any and all liens, security interests, right, title and interest of Secured Party pursuant to the Subject Security Agreements in the Copyrights, without recourse; and

4. authorizes and requests the Commissioner of Patents and Trademarks of the United States of America to note and record the existence of the release hereby given.

IN WITNESS WHEREOF, Secured Party has caused this Termination of Security Interest in Patents, Trademarks, and Copyrights to be signed by its duly authorized representative.

Secured Party:

**Venture Lending & Leasing VI, Inc.
Venture Lending & Leasing VII, Inc.**

By: Maurice Werdegar
Maurice Werdegar (Apr 08, 2021 11:15 PM)

Name: Maurice Werdegar

Title: Chief Executive Officer

Date: _____

APPENDIX A

Patents

| FILING DATE | APP. NUMBER | ISSUE DATE | PATENT NUMBER | TITLE |
|--------------------|--------------------|-------------------|----------------------|--|
| 9/26/2007 | 11862053 | 10/15/2013 | US 8,560,669 | Tracking Identifier Synchronization |
| 6/27/2008 | 12163749 | 7/6/2010 | US 7,752,261 | System And Method For Multibeaconing |
| 12/19/2008 | 12340259 | 5/22/2012 | US 8,185,931 | Method And System For Preserving Privacy Related To Networked Media Consumption Activities |
| 2/4/2009 | 12365803 | 6/7/2011 | US 7,958,191 | System And Method For Client Management |
| 7/7/2009 | 12498628 | 5/21/2013 | US 8,448,057 | Audience Segment Selection |
| 4/19/2010 | 12762481 | 1/3/2012 | US 8,090,825 | System and Method for Multibeaconing |
| 7/2/2010 | 12829643 | 2/26/2013 | US 8,386,601 | Detecting and Reporting on Consumption Rate Changes |
| 10/17/2011 | 13275098 | 6/10/2014 | US 8,751,418 | Using Proxy Behaviors for Audience Selection |
| 11/17/2011 | 13299313 | 11/25/2014 | US 8,898,164 | Consumption History Privacy |
| 3/28/2012 | 13433121 | 10/15/2013 | US 8,561,133 | Method And System For Preserving Privacy Related To Networked Media Consumption Activities |
| 5/24/2012 | 13480315 | 12/29/2015 | US 9,224,101 | Incremental Model Training for Advertisement Targeting Using Real-Time Streaming Data and Model Redistribution |
| 7/31/2012 | 13563293 | 9/22/2015 | US 9,141,651 | Adaptive Column Set Composition |
| 9/13/2012 | 13615575 | 8/6/2013 | US 8,504,905 | Audience Segment Selection |
| 11/1/2012 | 13666709 | 1/5/2016 | US 9,229,657 | Redistributing Data in a Distributed Storage System Based on Attributes of the Data |
| 11/5/2012 | 13669157 | 6/12/2018 | US 9,996,858 | Adaptive Bidding for Networked Advertising |
| 12/3/2012 | 13692042 | 5/7/2013 | US 8,438,280 | Detecting and Reporting on Consumption Rate Changes |

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|------------|----------|------------|--------------|---|
| 2/6/2013 | 13760933 | 11/7/2017 | US 9,811,529 | Automatically Redistributing Data of Multiple File Systems in a Distributed Storage System |
| 2/8/2013 | 13763459 | 9/13/2016 | US 9,444,889 | Managing Distributed System Performance Using Accelerated Data Retrieval Operations |
| 3/15/2013 | 13835962 | 3/7/2017 | US 9,589,278 | Conversion Timing Prediction for Networked Advertising |
| 3/15/2013 | 13834417 | 3/29/2016 | US 9,298,860 | Separation of Models Based on Presence or Absence of a Feature Set and Selection of Model Based on Same |
| 3/15/2013 | 13835248 | 12/19/2017 | US 9,846,895 | Automatic Generation and Management of Advertising Campaigns Based on Third-Party Listings |
| 4/8/2013 | 13858539 | 3/4/2014 | US 8,667,135 | Detecting and Reporting on Consumption Rate Changes |
| 5/22/2013 | 13900471 | 3/22/2016 | US 9,294,912 | Selective Regulation of Information Transmission from Mobile Applications to Third-Party Privacy Compliant Target Systems |
| 6/26/2013 | 13927860 | 2/24/2015 | US 8,965,336 | Quantifying Mobility of Mobile Devices via a Privacy Preserving Mobility Metric |
| 6/27/2013 | 13929149 | 3/29/2016 | US 9,299,091 | Audience Segment Selection |
| 6/28/2013 | 13931586 | 10/13/2015 | US 9,159,029 | Inferring the Presence of an Entity Within an Identifier Space Based on the Behaviors of Unrelated Entities |
| 7/8/2013 | 13937103 | 9/22/2015 | US 9,143,932 | Privacy Centric Feature Analysis for Mobile Devices |
| 7/9/2013 | 13937864 | 5/3/2016 | US 9,330,209 | Characterizing an Entity in an Identifier Space Based on Behaviors of Unrelated Entities in a Different Identifier Space |
| 9/10/2013 | 14022525 | 9/16/2014 | US 8,839,355 | Method and System for Preserving Privacy Related to Networked Media Consumption Activities |
| 10/22/2013 | 14038255 | 7/12/2016 | US 9,392,060 | Managing Distributed System Performance Using Accelerated Data Retrieval Operations |
| 6/17/2014 | 14306832 | 9/15/2015 | US 9,137,266 | Preserving Privacy Related to Networked Media Consumption Activities |

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|-----------|----------|------------|---------------|---|
| 6/30/2014 | 14320373 | 4/4/2017 | US 9,613,127 | Automated Load-Balancing of Partitions in Arbitrarily Imbalanced Distributed MapReduce Computations |
| 1/23/2015 | 14604121 | | | View Quality Based Attribution |
| 2/9/2016 | 15019168 | 10/25/2016 | US 9,479,929 | Selective Regulation of Information Transmission from Mobile Applications to Third-Party Privacy Compliant Target Systems |
| 2/19/2016 | 15048987 | 1/24/2017 | US 9,554,269 | Privacy Centric Feature Analysis for Mobile Devices |
| 2/19/2016 | 15048310 | | | Separation of Models Based on Presence or Absence of a Feature Set and Selection of Model Based on Same |
| 2/23/2016 | 15051531 | | | Inferring the Presence of an Entity Within an Identifier Space Based on the Behaviors of Unrelated Entities |
| 3/23/2016 | 15078160 | 4/2/2019 | US 10,248,961 | Characterizing an Entity in an Identifier Space Based on Behaviors of Unrelated Entities in a Different Identifier Space |
| 3/28/2016 | 15083146 | | | Control System Based on Viewable Attention |
| 3/31/2016 | 15087341 | | | Incremental Model Training for Advertisement Targeting Using Streaming Data |

APPENDIX B

Trademarks

| Trademark | App Date | App # | Reg Date | Reg # |
|----------------------------|-------------|----------|-------------|---------|
| GET QUANTIFIED | 22-Jun-2007 | 77213041 | 21-Apr-2009 | 3609379 |
| QUANTCAST | 4-Aug-2008 | 77538149 | 1-Sep-2009 | 3675378 |
| QUANTCAST | 4-Aug-2008 | 77538143 | 1-Sep-2009 | 3675377 |
| QUANTCAST (stylized) | 15-Dec-2009 | 77894204 | 24-Aug-2010 | 3837198 |
| QUANTCAST (stylized) | 25-Feb-2013 | 85859582 | 8-Apr-2014 | 4509287 |
| KNOW AHEAD. ACT BEFORE. | 8-Oct-2013 | 86085594 | 18-Nov-2014 | 4639687 |
| NET NEW | 16-Oct-2013 | 86093508 | 2-Dec-2014 | 4647793 |

APPENDIX C

Copyrights

Registered: None

Unregistered:

- Quantcast website and content thereof
- Quantcast promotional materials
- Quantcast source code