

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM651536

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECOND AMENDMENT TO INTELLECTUAL PROPERTY SECURITY AGREEMENT

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
PEBBLEPOST, INC.		06/02/2021	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	SILICON VALLEY BANK, as Administrative and Collateral Agent
Street Address:	3003 TASMAN DRIVE, HF 150
City:	Santa Clara
State/Country:	CALIFORNIA
Postal Code:	95057
Entity Type:	Corporation: CALIFORNIA

PROPERTY NUMBERS Total: 12

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
Registration Number:	6134036	SURVIVE THE SORT
Serial Number:	88568493	PDM STACK
Serial Number:	88568449	THE SHORT STACK
Serial Number:	88886278	D2DM
Registration Number:	6139763	PDM

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.

Phone: 202-370-4750

Email: ipteam@cogencyglobal.com

Correspondent Name: Joanna McCall

TRADEMARK

Address Line 1: 1025 Connecticut Ave NW, Suite 712
Address Line 2: Cogency Global Inc.
Address Line 4: Washington, D.C. 20036

ATTORNEY DOCKET NUMBER:	1390601
NAME OF SUBMITTER:	Daniel K. Ruiz, Sr. Paralegal
SIGNATURE:	/Daniel K. Ruiz/
DATE SIGNED:	06/03/2021

Total Attachments: 6

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SECOND AMENDMENT TO INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Second Amendment to Intellectual Property Security Agreement (this "Amendment") is made as of June 2, 2021, by and between **SILICON VALLEY BANK**, a California corporation, with its principal place of business at 3003 Tasman Drive, Santa Clara, California 95054 ("Bank"), and **PEBBLEPOST, INC.**, a Delaware corporation, with its principal place of business at 400 Lafayette Street, 2nd Floor, New York, New York 10003 ("Grantor").

Recitals

A. Grantor and Bank have previously entered into that certain Loan and Security Agreement dated as of June 29, 2017, as amended by a certain First Loan Modification Agreement dated as of February 1, 2019, as further amended by a certain Second Loan Modification Agreement dated as of February 5, 2021, as further amended by a certain Third Loan Modification Agreement dated as of February 26, 2021, as further amended by a certain Fourth Loan Modification Agreement dated as of April 1, 2021, as further amended by a certain Fifth Loan Modification Agreement dated as of May 3, 2021, and as further amended by that certain Sixth Loan Modification Agreement dated as of the date of this Amendment.

B. To secure its obligations and liabilities to Bank, Grantor has previously granted Bank a security interest in the Intellectual Property Collateral pursuant to that certain Intellectual Property Security Agreement dated as of June 29, 2017, as amended by a certain First Amendment to Intellectual Property Security Agreement dated as of February 1, 2019 (as has been and as may be further amended, modified, restated, replaced, or supplemented from time to time, the "IP Security Agreement"). Capitalized terms used but not otherwise defined herein shall have the same meaning as in the IP Security Agreement.

C. Grantor and Bank have agreed to enter into this Amendment.

NOW, THEREFORE, GRANTOR AND BANK AGREE AS FOLLOWS:

A. MODIFICATION TO THE IP SECURITY AGREEMENT. Exhibit B and Exhibit C to the IP Security Agreement are hereby deleted in their entirety and replaced with Exhibit B and Exhibit C attached hereto.

B. RATIFICATION OF IP SECURITY AGREEMENT. Grantor hereby ratifies, confirms and reaffirms, all and singular, the terms and conditions of the IP Security Agreement, and acknowledges, confirms and agrees that the IP Security Agreement contains an accurate and complete listing of all Intellectual Property Collateral and shall remain in full force and effect.

C. COUNTERSIGNATURE. This Amendment shall become effective only when it shall have been executed by Grantor and Bank.

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IN WITNESS WHEREOF, the parties hereto have caused this Amendment to be executed as of the date first above written.

GRANTOR:

PEBBLEPOST, INC.

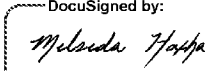
By:  _____
DocuSigned by:
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Name: Jonathan Burleigh

Title: Chief Financial Officer

BANK:

SILICON VALLEY BANK

By:  _____
DocuSigned by:
1121136AB1F24D0...

Name: Melseda Hoxha

Title: Vice President

EXHIBIT B

Patents

U.S. Patent Application No. 16/149,805

Title: Prospect Selection for Direct Mail

Filed: October 2, 2018

Inventors: Lewis Gersh, Robert Victor, Thomas Gibbons, Adam Solomon

F&W Ref: 32657-41245/US

U.S. Patent Application No. 16/539,997

Title: Associating Anonymized Identifiers with Addressable Endpoints


Filed: August 13, 2019

Inventors: Lewis Gersh, Adam Solomon

F&W Ref: 32657-44248/US

EXHIBIT C

Trademarks

Mark	Reg./App. No.	Goods/Services	Status
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)	Registered Jan. 26, 2016
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)	Registered Supplemental Register March 22, 2016
 (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)	Registered Nov. 29, 2016

Mark	Reg./App. No.	Goods/Services	Status
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)	Registered Supplemental Register Dec. 20, 2016
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)	Registered Supplemental Register Dec. 13, 2016
PROGRAMMATIC CATALOG	Reg. No. 5,494,079	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; creation and distribution of dynamically rendered direct mail advertising matter (class 35)	Registered Supplemental Register June 12, 2018
PROGRAMMATIC POSTCARD	Reg. No. 5,488,404	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; creation and distribution of dynamically rendered direct mail advertising matter (class 35) Software as a service (SAAS) services featuring software for use in the implementation of targeted direct mail campaigns; software as a service (SAAS) services featuring software for managing and optimizing direct marketing campaigns (class 42)	Registered Supplemental Register June 5, 2018
SURVIVE THE SORT	Reg. No. 6,134,036	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35)	Registered August 25, 2020
PDM STACK	App. No. 88/568,493	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)	Notice of Allowance issued Feb. 11, 2020
THE SHORT STACK	App. No.	Marketing services; direct marketing services;	Filed Aug 6, 2019

Mark	Reg./App. No.	Goods/Services	Status
	88/568,449	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)	Suspended
D2DM	App. No. 88/886,278	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35)	Filed April 24, 2020
PDM PDM	Reg. No. 6,139,763	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35)	Registered September 1, 2020