

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM663798

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NEXTROLL, INC.		07/29/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	SILICON VALLEY BANK		
Street Address:	3003 TASMAN DRIVE		
City:	SANTA CLARA		
State/Country:	CALIFORNIA		
Postal Code:	95054		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Serial Number:	90062405	ACCOUNTABLE MARKETING COLLECTIVE	
Serial Number:	90244635	AGENCY AMPLIFIER	
Serial Number:	90660732		
Serial Number:	88674550	GROWTH GUERILLA	
Serial Number:	88158080	TAKE THE LEAD	
Serial Number:	88300475	WHERE AMBITION THRIVES	
Serial Number:	88588418	APPROLL	
Serial Number:	88674558	GROWTH GUERILLA COLLECTIVE	
Serial Number:	88145218	ADROLL CONNECT	
Registration Number:	6141642		
Registration Number:	5939957		
Serial Number:	87165934	GROWTH	
Serial Number:	87772197	UPROLL	
Registration Number:	5764808		
Registration Number:	5915469	NEXTROLL	
CORRESPONDENCE DATA			
Fax Number:	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>			

CH \$390.00 90062405

Phone: 4048853868
Email: rusty.close@troutman.com
Correspondent Name: CHRISTOPHER CLOSE
Address Line 1: TROUTMAN PEPPER LLP
Address Line 2: 600 PEACHTREE STREET NE, SUITE 3000
Address Line 4: ATLANTA, GEORGIA 30308-2216

ATTORNEY DOCKET NUMBER:	220763.001737
NAME OF SUBMITTER:	Christopher C Close, Jr.
SIGNATURE:	/Christopher C. Close Jr./
DATE SIGNED:	07/30/2021

Total Attachments: 6

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ADDENDUM TO INTELLECTUAL PROPERTY SECURITY AGREEMENT

THIS ADDENDUM TO INTELLECTUAL PROPERTY SECURITY AGREEMENT (this “**Addendum**”) is executed pursuant to, and is an addendum to, the Intellectual Property Security Agreement dated May 31, 2019 by and between NEXTROLL, INC., a Delaware corporation (formerly known as ADROLL, INC.) (“**Assignor**”) and SILICON VALLEY BANK, a California corporation (“**Assignee**”), as amended, supplemented or otherwise modified from time to time. This Addendum is presented for recordation as constructive notice that Assignor, with its principal office at 2300 Harrison Street, San Francisco, CA 94110, the owner of the intellectual property identified in the exhibits attached hereto, has granted to Assignee, with its principal office at 3003 Tasman Drive, Santa Clara, CA 95054, a security interest in the intellectual property, and the exclusive rights comprised in the intellectual property, to secure payment of a debt.

IN WITNESS WHEREOF, Assignor has executed this Addendum as of July 29, 2021.

NEXTROLL, INC.

By  _____
Name: Peter Krivkovich
Title: Chief Financial Officer

EXHIBIT A

Copyrights

Description	Registration/ Application Number	Registration/ Application Date
The Retargeting Playbook	TX007889723	04/21/2014


EXHIBIT B

Patents

Description	Application Number (Filing Date)	Registration Number (Registration Date)
Identification Services for Internet-Enabled Devices	16/224,526 (12/18/2018)	

EXHIBIT C

Trademarks

Description	Serial Number (Filing Date)	Registration Number (Registration Date)
ACCOUNTABLE MARKETING COLLECTIVE	90/062,405 (07/20/2020)	
AGENCY AMPLIFIER	90/244,635 (10/09/2020)	
	90/660,732 (04/21/2021)	
GROWTH GUERRILLA	88/674,550 (10/30/2019)	
TAKE THE LEAD	88/158,080 (10/17/2018)	
WHERE AMBITION THRIVES	88/300,475 (02/13/2019)	
APPROLL	88/588,418 (08/22/2019)	




GROWTH GUERRILLA COLLECTIVE	88/674,558 (10/30/2019)	
ADROLL CONNECT	88/145,218 (10/05/2018)	
		6,141,642 (09/01/2020)
		5,929,957 (12/17/2019)
GROWTH	87/165,934 (09/09/2016)	
UPROLL	87/772,197 (01/26/2018)	
		5,764,808 (05/28/2019)
NEXTROLL		5,915,469 (11/19/2019)

EXHIBIT D

Mask Works

Description	Application (Application Date)	Registration (Registration Date)
NONE		