

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM664860

|   |                                    |                                |                       |
|---|------------------------------------|--------------------------------|-----------------------|
| <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>    |
| DEMANDBASE, INC.  |                                    | 08/02/2021                     | Corporation: DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |                                    |                                |                       |
| <b>Name:</b>  | SILICON VALLEY BANK                |                                |                       |
| <b>Street Address:</b>  | 2400 Hanover Street                |                                |                       |
| <b>City:</b>  | Palo Alto                          |                                |                       |
| <b>State/Country:</b>   | CALIFORNIA                         |                                |                       |
| <b>Postal Code:</b>   | 94304                              |                                |                       |
| <b>Entity Type:</b>   | Corporation: CALIFORNIA            |                                |                       |
| <b>PROPERTY NUMBERS Total: 2</b>  |                                    |                                |                       |
| <b>Property Type</b>  | <b>Number</b>                      | <b>Word Mark</b>               |                       |
| <b>Registration Number:</b>   | 5127718                            | DEMANDBASE                     |                       |
| <b>Registration Number:</b>   | 5358042                            | DEMANDBASE B2B MARKETING CLOUD |                       |
| <b>CORRESPONDENCE DATA</b>  |                                    |                                |                       |
| <b>Fax Number:</b>  |                                    |                                |                       |
| <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>   | 202-370-4750                       |                                |                       |
| <b>Email:</b>   | ipteam@cogencyglobal.com           |                                |                       |
| <b>Correspondent Name:</b>  | Joanna McCall                      |                                |                       |
| <b>Address Line 1:</b>  | 1025 Connecticut Ave NW, Suite 712 |                                |                       |
| <b>Address Line 2:</b>  | Cogency Global Inc.                |                                |                       |
| <b>Address Line 4:</b>  | Washington, D.C. 20036             |                                |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 1447488 H05                        |                                |                       |
| <b>NAME OF SUBMITTER:</b>   | Gwendolyn Meccas, Paralegal        |                                |                       |
| <b>SIGNATURE:</b>   | /Gwendolyn Meccas/                 |                                |                       |
| <b>DATE SIGNED:</b>   | 08/04/2021                         |                                |                       |
| <b>Total Attachments: 9</b>   |                                    |                                |                       |
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## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement (this “**Agreement**”) is entered into as of August 2, 2021, by and between **SILICON VALLEY BANK**, a California corporation, with a loan production office located at 2400 Hanover Street, Palo Alto, California 94304, in its capacity as administrative agent and collateral agent for the Lenders (as defined in the Loan Agreement (as defined below) and as hereinafter used) (in such capacity, “**Agent**”) and **DEMANDBASE, INC.**, a Delaware corporation, with its principal place of business located at 680 Folsom Street, Suite 400, San Francisco, California 94107 (“**Grantor**”).

### RECITALS

A. The Lenders have agreed to make certain advances of money and to extend certain financial accommodations to Grantor, **DEMANDBASE LIMITED, ENGAGIO, INC., INSIDEVIEW TECHNOLOGIES, INC.,** and **DEMANDMATRIX, LLC** (each such party, including Grantor, a “**Borrower**”) (the “**Loans**”) in the amounts and manner set forth in that certain Mezzanine Loan and Security Agreement dated as of August 2, 2021, by and among Agent, the Lenders and Borrower (as the same may be amended, modified, supplemented and/or restated from time to time, the “**Loan Agreement**”; capitalized terms used herein are used as defined in the Loan Agreement). The Lenders are willing to make the Loans, but only upon the condition, among others, that Grantor shall grant to Agent, for the ratable benefit of the Lenders, a security interest in its Copyrights, Trademarks, Patents, and Mask Works (as each term is described below) constituting Collateral to secure the obligations of Borrower to the Lenders.

B. Pursuant to the terms of the Loan Agreement, Grantor has granted to Agent, for the ratable benefit of the Lenders, a security interest in all of Grantor’s right, title and interest, whether presently existing or hereafter acquired, in, to and under all of the Collateral.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, as collateral security for the prompt and complete payment when due of all Obligations of Borrower to the Lenders, Grantor hereby represents, warrants, covenants and agrees as follows:

### AGREEMENT

1. Grant of Security Interest. To secure the Obligations of Borrower to the Lenders, Grantor grants and pledges to Agent, for the ratable benefit of the Lenders, a security interest in all of Grantor’s right, title and interest in, to and under its intellectual property constituting Collateral (all of which shall collectively be called the “**Intellectual Property Collateral**”), including, without limitation, the following, in each case, solely to the extent constituting Collateral:

(a) Any and all copyright rights, copyright applications, copyright registrations and like protections in each work of authorship and derivative work thereof, whether published or unpublished and whether or not the same also constitutes a trade secret, now or hereafter existing, created, acquired or held, including without limitation those set forth on Exhibit A attached hereto (collectively, the “**Copyrights**”);

(b) Any and all trade secrets, and any and all intellectual property rights in computer software and computer software products now or hereafter existing, created, acquired or held;

(c) Any and all design rights that may be available to Grantor now or hereafter existing, created, acquired or held;

(d) All patents, patent applications and like protections including, without limitation, improvements, divisions, continuations, renewals, reissues, extensions and continuations-in-part of the same, including without limitation the patents and patent applications set forth on Exhibit B attached hereto (collectively, the "**Patents**");

(e) Any trademark and servicemark rights, whether registered or not, applications to register and registrations of the same and like protections, and the entire goodwill of the business of Grantor connected with and symbolized by such trademarks, including without limitation those set forth on Exhibit C attached hereto (collectively, the "**Trademarks**");

(f) All mask works or similar rights available for the protection of semiconductor chips, now owned or hereafter acquired, including, without limitation those set forth on Exhibit D attached hereto (collectively, the "**Mask Works**");

(g) Any and all claims for damages by way of past, present and future infringements of any of the rights included above, with the right, but not the obligation, to sue for and collect such damages for said use or infringement of the intellectual property rights identified above;

(h) All licenses or other rights to use any of the Copyrights, Patents, Trademarks, or Mask Works and all license fees and royalties arising from such use to the extent permitted by such license or rights;

(i) All amendments, extensions, renewals and extensions of any of the Copyrights, Trademarks, Patents, or Mask Works; and

(j) All proceeds and products of the foregoing, including without limitation all payments under insurance or any indemnity or warranty payable in respect of any of the foregoing.

2. Recordation. Grantor authorizes the Commissioner for Patents, the Commissioner for Trademarks and the Register of Copyrights and any other government officials to record and register this Agreement upon request by Agent.

3. Loan Documents. This Agreement has been entered into pursuant to and in conjunction with the Loan Agreement, which is hereby incorporated by reference. The provisions of the Loan Agreement shall supersede and control over any conflicting or inconsistent provision herein. The rights and remedies of Agent with respect to the Intellectual Property Collateral are as provided by the Loan Agreement and related documents, and nothing in this Agreement shall be deemed to limit such rights and remedies.

4. Execution in Counterparts. This Agreement may be executed in counterparts (and by different parties hereto in different counterparts), each of which shall constitute an original, but all of which when taken together shall constitute a single contract. Delivery of an executed counterpart of a signature page to this Agreement by facsimile or in electronic (i.e., "pdf" or "tif" format) shall be effective as delivery of a manually executed counterpart of this Agreement.

5. Successors and Assigns. This Agreement will be binding on and shall inure to the benefit of the parties hereto and their respective successors and assigns.

6. Governing Law. This Agreement and any claim, controversy, dispute or cause of action (whether in contract or tort or otherwise) based upon, arising out of or relating to this Agreement and the transactions contemplated hereby and thereby shall be governed by, and construed in accordance with, the laws of the United States and the State of California, without giving effect to any choice or conflict of law provision or rule (whether of the State of California or any other jurisdiction).

[Signature page follows.]

IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

GRANTOR:

DEMANDBASE, INC.

By: DocuSigned by:  
*Gabe Rogol*  
0D4B3A86732E42E...

Name: Gabe Rogol  
Title: Chief Executive Officer

AGENT:

SILICON VALLEY BANK

By: DocuSigned by:  
*Ashlee Kaji*  
650B8729BF6E49F...

Name: Ashlee Kaji  
Title: Director

EXHIBIT A

Copyrights

| <u>Description</u>  | <u>Registration/<br/>Application<br/>Number</u> | <u>Registration/<br/>Application<br/>Date</u> |
|---|---|---|
| Account-Based Marketing: How to Target and Engage the Companies That Will Grow Your Revenue | TX0008779189                                    | 7/31/2019                                     |

EXHIBIT B

## Patents

| <u>Description</u>  | <u>Application Number</u> | <u>Filed Date</u> | <u>Patent Number</u> | <u>Registration Date</u> |
|---|---------------------------|-------------------|----------------------|--------------------------|
| Mapping network addresses to organizations  | 12/916,448                | 10/29/2010        | 8,412,847            | 4/2/2013                 |
| Mapping network addresses to organizations  | 13/781,099                | 2/28/2013         | 9,419,850            | 8/16/2016                |
| Method, device and computer program for identifying visitors of websites              | 10/839,252                | 5/6/2004          | 7,620,655            | 11/17/2009               |
| System and Method for Delivering Inline Interactive Objects Encapsulated in a Message | 15/069,756                | 3/14/2016         | 10,257,141           | 4/9/2019                 |
| System and Method for Delivering Inline Interactive Objects Encapsulated in a Message | 16/378,910                | 4/9/2019          | 10,693,821           | 6/23/2020                |
| Super SID   | 15/216,672                | 7/21/2016         |                      |                          |
| Job function/ Personas / Cross-device targeting                                       | 15/078,943                | 3/23/2016         |                      |                          |
| Paid Search/ Display Ads  | 61/656,839                | 6/5/2013          |                      |                          |
| CAC (Company Auto-Complete)   | 61/693,732                | 8/27/2012         |                      |                          |
| Organization-Specific Advertising Limits  | 61/777,552                | 3/12/2013         |                      |                          |
| Job function/ Personas / Cross-device targeting                                       | 62/138,930                | 3/26/2013         |                      |                          |
| Super SID   | 62/198,636                | 7/29/2015         |                      |                          |



EXHIBIT C

Trademarks

| <u>Trademark</u>                  | <u>Class</u> | <u>Serial Number</u> | <u>Filing Date</u> | <u>Registration Number</u> | <u>Registration Date</u> |
|-----------------------------------|--------------|----------------------|--------------------|----------------------------|--------------------------|
| DEMANDBASE                        | 35, 42       | 87051248             | 5/26/2016          | 5127718                    | 1/24/2017                |
| DEMANDBASE B2B<br>MARKETING CLOUD | 35, 42       | 87241007             | 11/17/2016         | 5358042                    | 12/19/2017               |

EXHIBIT D

Mask Works

Description

Registration/  
Application  
Number

Registration/  
Application  
Date

None.

ny-2111595