TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM678228

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

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
WELLS FARGO BANK, NATIONAL ASSOCIATION		09/30/2021	National Banking Association: UNITED STATES

RECEIVING PARTY DATA

Name:	QUANTCAST CORPORATION
Street Address:	95 Folsom Street, 5th Floo
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94107
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	3744747	
Registration Number:	4328737	AUDIENCE DNA
Registration Number:	3609379	GET QUANTIFIED
Registration Number:	3744665	IT'S YOUR AUDIENCE. WE JUST FIND IT.
Registration Number:	3749147	MARKETING SCIENCE MADE SIMPLE
Registration Number:	3837198	QUANTCAST
Registration Number:	3675377	QUANTCAST
Registration Number:	3675378	QUANTCAST
Registration Number:	3394849	QUANTCAST
Serial Number:	85244512	AUDIENCE DNA
Serial Number:	85859582	QU NTCAST
Serial Number:	85928733	PREDICTIVE ADVERTISING

OP $315.00 3744747

CORRESPONDENCE DATA

Fax Number:	7044448847

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:	213-457-6624
Email:	ksaltrick@mcguirewoods.com
Correspondent Name:	MCGUIREWOODS LLP

Address Line 1:	330 S. GRAND AVENUE, SUITE 4200
Address Line 2:	ATTENTION: J.AUFDERHAR, ESQ.
Address Line 4:	LOS ANGELES, CALIFORNIA 90071

NAME OF SUBMITTER:	JUSTIN AUFDERHAR
SIGNATURE:	/S/ JUSTIN AUFDERHAR
DATE SIGNED:	09/30/2021

Total Attachments: 6
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TERMINATION AND RELEASE OF
INTELLECTUAL PROPERTY SECURITY AGREEMENT

THIS TERMINATION AND RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT (this "Termination") is dated as of September 30, 2021, and made by WELLS FARGO BANK, NATIONAL ASSOCIATION, having an office at 1800 Century Park East, Suite 1100, Los Angeles, California 90067 ("Secured Party"), to QUANTCAST CORPORATION, a Delaware corporation ("Grantor"), having an office at 795 Folsom Street, 5th Floor, San Francisco, California 94107.

WHEREAS, Grantor and Secured Party entered into that certain Intellectual Property Security Agreement, dated June 26, 2013 (as amended, the "Security Agreement"), in which a security interest was granted by Grantor in favor of Secured Party in certain Trademarks and Patents (in each case, as defined in the Security Agreement);

WHEREAS, the Security Agreement was originally recorded in (i) the Trademark Division of the United States Patent and Trademark Office on July 10, 2013, at Reel 5066, Frame 0387, and (ii) the Patent Division of the United States Patent and Trademark Office on July 10, 2013, at Reel 030772, Frame 0488; and

WHEREAS, Secured Party now desires to terminate and release the Security Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and upon the terms set forth in this Termination, Secured Party hereby states as follows:
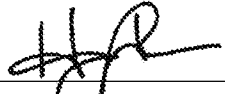
1.   Definitions. The terms "Trademarks" and "Patents", as used herein, shall have the respective meanings set forth in the Security Agreement and shall mean and include all of the Grantor's right, title and interest of every kind and nature as of the date hereof, including in the patents and trademarks listed on Schedule A and Schedule B attached hereto.

2.   Release of Security Interest. Secured Party hereby terminates the Security Agreement, and terminates, releases and discharges its security interest in the Trademarks and the Patents and reassigns to Grantor all right, title and interest it may have in and to the Trademarks and the Patents without recourse and without any representation or warranty.

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IN WITNESS WHEREOF, the Secured Party has caused this Termination to be executed by its duly authorized officer as of the date first written above.

WELLS FARGO, NATIONAL ASSOCIATION

By: _____

Name: Harry L. Joe

Title: Authorized Signatory

Signature Page to Termination and Release of Intellectual Property Security Agreement

WFB/Quantcast Corporation
DB2/ 41562312.1

SCHEDULE A

Patents

<u>Granted:</u>

Description	Registration Number	Registration Date
System and Method for Multibeaconing (Naveen Nalam)	US 7,752,261 B1	7/6/2010
System and Method for Client Management (Naveen Nalam)	US 7,958,191 B1	6/7/2011
System and Method for Multibeaconing (Naveen Nalam)	US 8,090,825	1/3/2012
Method and System for Preserving Privacy Related to Networked Media Consumption Activities	US 8,185,931	01/01/2012
Detecting and Reporting on Consumption Rate Changes	US 8,386,601	02/26/2013
Detecting and Reporting on Consumption Rate Changes (cont)	US 8,438,280	05/07/2013
Audience Segment Selection	US 8,448,057	05/21/2013

<u>Filed:</u>

Description	Application Number	Filing Date
26482-15327/US: Method & System for a Standardized Comparison of Audience Metrics for Multiple Networked Media Outlets	12/189,685	8/11/2008
26482-16808/US: System & Method for Multibeaconing	12/762,481	4/19/2010
26482-18715 US: Sellable Audience Segment Conformance	61/476,189	4/15/2011
CERT-P001: Advertising Pricing & Prioritization	11/121,890	5/3/2005
CERT-P004: Advertising Opportunity & Exchange	11/490,792	7/20/2006
CERT-P010: Audience Commonality and Measurement	11/784,299	4/6/2007
CERT-P011: Tracking Identifier Synchronization	11/862,053	9/26/2007
CERT-P014: Method and System for Preserving Privacy Related to Networked Media Consumption Activities	12/340,259	12/19/2008
QUANT-P017: Protected Audience Selection	12/761,327	4/15/2010
QUANT-P018: Audience Segment Selection	12/498,628	7/7/2009
QUANT-P019: Confidential Request for Proposal Manager	12/544,853	8/20/2009
QUANT-P022: Detecting and Reporting on Consumption Rate Changes	12/829,643	7/2/2010
QUANT-P023: Categorizing Networked Media Content Consumers	12/700,634	2/4/2010
QUANT-P024: Sellable Audience Segment Conformance	61/320,068	4/1/2010
QUANT-P028: Using Proxy Behaviors for Audience Selection	13/275,098	10/17/2011

QUANT-P024C: Sellable Audience Segment Conformance	13/428,640	3/23/2012
QUANT-P031: Consumption History Privacy	13/299,313	11/17/11
QUANT-P034 Visualizing an Audience with a Prunable Audience Tree	13/369,241	2/8/2012
QUANT-P037:Predicted Campaign Visualization for Online Performance Advertising	13/528,617	6/20/2012
QUANT-P038: Privacy Centric Framework for Blind Usage of External Behaviors for Targeting Online Advertising to Unrelated Visitors	13/363,346	1/31/2012
QUANT-P039:Geo-Framework for Unbiased Evaluation of Performance in Internet Advertising	13/449,728	4/18/2012
QUANT-P040: Incremental Model Training For Advertisement Targeting Using Streaming Data	13/480,315	5/24/2012
QUANT-P041:Active Supply Curve Discovery	13/467,145	5/9/2012
QUANT-P043: Method and System for Preserving Privacy Related to Networked Media Consumption Activities	13/433,121	3/28/2012
QUANT-P044: Auction Price Inference	13/753,982	1/30/2013
QUANT-P045: Visual History of Advertisement Exposure	13/596,468	8/28/2012
QUANT-P046: Audience Segment Selection	13/615,575	9/13/2012
QUANT-P047: Adaptive Bidding for Networked Advertising	13/669,157	11/5/2012
QUANT-P048: Adaptive Column Set Composition	13/385,239	7/31/2012
QUANT-P049: Modeling Archetypical Population Based on Correlated Features	13/562,837	7/31/2012
QUANT-P052: Online Advertisement Attribution	13/747,013	1/22/2013
QUANT-P053: Redistributing Data in a Distributed Storage System Based on Attributes of the Data	13/666,709	11/1/2012
QUANT-P055: Automatically Redistributing Data Of Multiple File Systems in a Distributed Storage System	13/760,933	12/6/2012
QUANT-P056: Managing Distributed System Performance Using	13/763,459	12/8/2012

Accelerated Data Retrieval Operations

QUANT-P058: Conversion Timing Prediction for Networked Advertising	13/835,962	3/15/2013
QUANT-P059: Separation of Models Based on Presence or Absence of a Feature Set and Selection of Model Based on Same	13/834,417	3/15/2013
QUANT-P060: Privacy Centric Framework for Blind Usage of External Behaviors for Targeting Online Advertising to Unrelated Visitors (reporting cont of Quant-P038)	13/853,408	3/29/2013
QUANT-P061:Evaluation of Performance in Internet Advertising Using Spike-Triggered Analysis	13/802,699	3/13/2013
QUANT-P062:Automatic Generation and Management of Advertising Campaigns Based on Third-party Listings	13/835,248	3/15/2013
QUANT-P063:Privacy Centric Feature Analysis for Mobile Devices (Provisional)	61/791,845	3/15/2013
QUANT-P064: Selective Regulation of Information Transmission from Mobile Applications to Third-Party Privacy Compliant Target Systems	13/900,471	5/22/2013
QUANT-P065:Detecting and Reporting on Consumption Rate Changes	13/858,539	4/8/2013

SCHEDULE B

Trademarks

Description	U.S. Registration/Application Number	Registration/Application Date
Alpha medallion	3,744,747	2/2/10
Audience DNA	4328737	2/17/11
Audience DNA	85244512	2/17/11
Get Quantified	3609379	4/21/09
It's Your Audience. We Just Find It.	3,744,665	2/2/10
Marketing Science Made Simple	3749147	2/6/10
Quantcast	3837198	8/24/10
Quantcast	3675377, 3675378	9/1/09
Quantcast (EU)	007157291	5/30/09
Quantcast (Japan)	5256676	8/14/09
Quantcast (China)	6,896,881, 6,896,880, 6,896,879	8/13/08
Quantcast (with a Greek alpha)	85859582	2/25/13
Quantcast (with purple Greek alpha)	3394849	3/11/08
Predictive Advertising	85928733	5/10/13

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