

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM697022

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
PACIFIC WESTERN BANK (as successor in interest by merger to Square 1 Bank)		12/21/2021	STATE CHARTERED BANK: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ZILLIANT INCORPORATED		
<b>Street Address:</b>	720 BRAZOS STREET		
<b>Internal Address:</b>	SUITE 600		
<b>City:</b>	AUSTIN		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78701		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 23</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4457551	MARGINMAX	
<b>Registration Number:</b>	4453460	SALESMAX	
<b>Registration Number:</b>	4439666	ZILLIANT	
<b>Registration Number:</b>	2556464	ZILLIANT	
<b>Registration Number:</b>	4984329	GROW SMARTER	
<b>Serial Number:</b>	85758950	MONEY MAP	
<b>Serial Number:</b>	86266292	SALESMAX MONEY MAP	
<b>Serial Number:</b>	86860410	MARGINMAX RAMP	
<b>Serial Number:</b>	86960072	GROW SMARTER	
<b>Serial Number:</b>	86726739	MARGINMAX PRICE CONNECT	
<b>Serial Number:</b>	86726718	SALESMAX	
<b>Serial Number:</b>	87734600	ZILLIANT	
<b>Serial Number:</b>	87420860	ZILLIANT DEAL IQ	
<b>Serial Number:</b>	87420848	ZILLIANT PRICE IQ	
<b>Serial Number:</b>	87420887	ZILLIANT	
<b>Serial Number:</b>	87420831	ZILLIANT SALES IQ	
<b>Serial Number:</b>	87420815	ZILLIANT ACTION IQ	

CH \$590.00 4457551

Property Type	Number	Word Mark
Serial Number:	87420792	ZILLIANT IQ
Serial Number:	90528664	ZILLIANT IQ PLATFORM
Serial Number:	90528662	ZILLIANT IQ ANYWHERE
Serial Number:	90528660	ZILLIANT CART IQ
Serial Number:	90528655	ZILLIANT SALES IQ
Serial Number:	90528653	ZILLIANT PRICE IQ

**CORRESPONDENCE DATA**

Fax Number: 9193541278

*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: (919) 314-3114

Email: diligencereview@pacwest.com

Correspondent Name: PACIFIC WESTERN BANK

Address Line 1: 406 BLACKWELL STREET

Address Line 2: SUITE 240

Address Line 4: DURHAM, NORTH CAROLINA 27701

<b>NAME OF SUBMITTER:</b>	NICHOLAS NANCE
<b>SIGNATURE:</b>	/NICHOLAS NANCE-JLT/
<b>DATE SIGNED:</b>	12/22/2021

**Total Attachments: 4**

source=Zilliant - IP Release - Executed 12-21-21#page1.tif

source=Zilliant - IP Release - Executed 12-21-21#page2.tif

source=Zilliant - IP Release - Executed 12-21-21#page3.tif

source=Zilliant - IP Release - Executed 12-21-21#page4.tif

## RELEASE OF SECURITY INTEREST

This Release of Security Interest is made as of December 21, 2021, by **PACIFIC WESTERN BANK** (as successor in interest by merger to Square 1 Bank), a California state chartered bank ("Bank"), in favor of **ZILLIANT INCORPORATED**, a Delaware corporation ("Grantor"), with its principal place of business located at 720 Brazos Street, Suite 600, Austin, Texas 78701.

### Recitals

WHEREAS Grantor granted to Bank a security interest in its copyrights, patents and trademarks, including without limitation its patents and trademarks described on Exhibits A and B attached hereto (respectively) (collectively, the "Intellectual Property"), under that certain Intellectual Property Security Agreement dated as of June 16, 2014 (as amended from time to time, the "Security Agreement"), and recorded with the United States Patent and Trademark Office as set forth on Exhibits A and B.

WHEREAS Grantor has no outstanding obligations to Bank under the terms of the Security Agreement, Bank agrees to release its security interest in the Intellectual Property.

### Agreement

Now therefore, Bank agrees that it terminates and releases its security interest in the Intellectual Property and reassigns to Grantor, without warranty or recourse, all interest of Bank in the Intellectual Property.

**BANK:**

**PACIFIC WESTERN BANK**

By: [Signature]  
Name: Nygan Martawa  
Title: SVP

406 Blackwell Street  
Suite 240  
Durham, NC 27701

**EXHIBIT A**

**Patents**

Bank's security interest in the following patents was recorded at the United States Patent and Trademark Office on July 16, 2014 at Reel and Frame Number 033341/0707:

<b><u>Description</u></b>	<b><u>Application/ Patent Number</u></b>	<b><u>Filing/Issue Date</u></b>
Method and system for generating demand model parameters	12/276,033	11/21/2008
System and method for identifying and presenting business-to-business sales opportunities	13/654,683	10/18/2012
System and method for efficiently estimating a reliable price elasticity of demand using the joint demand model	13/766,552	2/13/2013
System and method for identifying and presenting business-to-business sales opportunities	8775231	7/8/2014

Bank's security interest in the following patents was recorded at the United States Patent and Trademark Office on July 16, 2014 at Reel and Frame Number 033341/0038:

<b><u>Description</u></b>	<b><u>Application/ Patent Number</u></b>	<b><u>Filing/Issue Date</u></b>
Method and system for generating pricing recommendations	8374906	2/12/2013
System and method for efficiently estimating a reliable price elasticity of demand using the joint demand model	13/523,263	6/14/2012
System and method for identifying and presenting business-to-business sales opportunities	13/626,786	9/25/2012

Bank's security interest in the following patents was recorded at the United States Patent and Trademark Office on August 25, 2016 at Reel and Frame Number 039537/0720:

<b><u>Description</u></b>	<b><u>Application Number</u></b>	<b><u>Filing Date</u></b>
System and method for identifying optimal allocations of production resources to maximize overall expected profit	14/473,264	8/29/2014

**EXHIBIT B****Trademarks**

Bank's security interest in the following trademarks was recorded at the United States Patent and Trademark Office on July 16, 2014 at Reel and Frame Number 5323/0606:

<u>Description</u>	<u>Serial/Registration Number</u>	<u>Filing/Registration Date</u>
MARGINMAX	4457551	10/15/2013
SALESMAX	4453460	12/24/2013
ZILLIANT	4439666	11/26/2013
MONEY MAP	85758950	10/19/2012
ZILLIANT	2556464	4/2/2002
SALESMAX MONEY MAP	86266292	4/29/2014

Bank's security interest in the following trademarks was recorded at the United States Patent and Trademark Office on June 26, 2015 at Reel and Frame Number 5561/0504:

<u>Description</u>	<u>Registration Number</u>	<u>Registration Date</u>
GROW SMARTER	4984329	6/21/2016

Bank's security interest in the following trademarks was recorded at the United States Patent and Trademark Office on August 25, 2016 at Reel and Frame Number 5863/0709:

<u>Description</u>	<u>Serial Number</u>	<u>Filing Date</u>
MARGINMAX RAMP	86860410	12/29/2015
GROW SMARTER	86960072	3/31/2016
MARGINMAX PRICE CONNECT	86726739	8/17/2015
SALESMAX	86726718	8/17/2015

Bank's security interest in the following trademarks was recorded at the United States Patent and Trademark Office on March 20, 2018 at Reel and Frame Number 6296/0662:

<u>Description</u>	<u>Serial Number</u>	<u>Filing Date</u>
ZILLIANT	87734600	12/26/2017
ZILLIANT DEAL IQ	87420860	4/21/2017
ZILLIANT PRICE IQ	87420848	4/21/2017
zilliant	87420887	4/21/2017
ZILLIANT SALES IQ	87420831	4/21/2017
ZILLIANT ACTION IQ	87420815	4/21/2017
ZILLIANT IQ	87420792	4/21/2017

Bank's security interest in the following trademarks was recorded at the United States Patent and Trademark Office on June 4, 2021 at Reel and Frame Number 7316/0491:

<u>Description</u>	<u>Serial Number</u>	<u>Filing Date</u>
ZILLIANT IQ PLATFORM	90528664	2/14/2021
ZILLIANT IQ ANYWHERE	90528662	2/14/2021
ZILLIANT CART IQ	90528660	2/14/2021
ZILLIANT SALES IQ	90528655	2/14/2021
ZILLIANT PRICE IQ	90528653	2/14/2021