

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM712685

<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>
ORIX GROWTH CAPITAL, LLC		03/07/2022	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BLOOMREACH, INC.		
<b>Street Address:</b>	82 Pioneer Way		
<b>City:</b>	Mountain View		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94041		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4629017	BLOOMREACH	
<b>Registration Number:</b>	4629025	B BLOOMREACH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4159472099		
<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>	4159472169		
<b>Email:</b>	qluflood@wsgr.com		
<b>Correspondent Name:</b>	Wilson Sonsini Goodrich & Rosati, P.C.		
<b>Address Line 1:</b>	One Market Plaza, Spear Tower, Suite 330		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94105		
<b>ATTORNEY DOCKET NUMBER:</b>	39906.019		
<b>NAME OF SUBMITTER:</b>	Qui Lu flood		
<b>SIGNATURE:</b>	/Qui Lu Flood/		
<b>DATE SIGNED:</b>	03/07/2022		
<b>Total Attachments: 6</b>			
source=BloomReach - ORIX - Termination and Release of IP Security Agreement (Executed)#page1.tif			
source=BloomReach - ORIX - Termination and Release of IP Security Agreement (Executed)#page2.tif			
source=BloomReach - ORIX - Termination and Release of IP Security Agreement (Executed)#page3.tif			

CH \$65.00 4629017

source=BloomReach - ORIX - Termination and Release of IP Security Agreement (Executed)#page4.tif  
source=BloomReach - ORIX - Termination and Release of IP Security Agreement (Executed)#page5.tif  
source=BloomReach - ORIX - Termination and Release of IP Security Agreement (Executed)#page6.tif

**TERMINATION AND RELEASE OF  
INTELLECTUAL PROPERTY SECURITY AGREEMENT**

This **TERMINATION AND RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT** (this “*Termination*”), dated as of March 7, 2022, is executed by **ORIX GROWTH CAPITAL, LLC**, a Delaware limited liability company (the “*Lender*”) and in favor of **BLOOMREACH, INC.**, a Delaware corporation (the “*Grantor*”). All capitalized terms used in this Termination and not otherwise defined herein, shall have the respective meanings given to such terms in the Security Agreement (defined below).

**RECITALS**

A. Pursuant to that certain Intellectual Property Security Agreement, dated as of January 15, 2020 (the “*Security Agreement*”), executed by Grantor in favor of Lender, Grantor granted to Lender a security interest in the IP Collateral (defined below).

B. The Security Agreement was recorded with the Patent Division of the United States Patent and Trademark Office on January 17, 2020, at Reel/Frame 051546/0192, to evidence the security interest granted under the Security Agreement.

C. The Security Agreement was recorded with the Trademark Division of the United States Patent and Trademark Office on January 17, 2020, at Reel/Frame 6840/0365, to evidence the security interest granted under the Security Agreement.

D. Lender agrees to terminate and release its security interest in the IP Collateral specified below and to file this Termination with respect to such release of its security interest as herein provided.

**AGREEMENT**

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Lender hereby agrees as follows:

(a) Lender expressly terminates and releases the security interest granted to the Lender by the Grantor pursuant to the Security Agreement and releases all of Lender’s right, title and interest in, to and under the Grantor’s Intellectual Property (as defined in the Security Agreement), including the following (collectively, the “*IP Collateral*”):

(i) Intellectual Property (including without limitation those copyrights, patents, trademarks and mask works listed on Schedules A, B and C hereto), and including without limitation all proceeds thereof (such as, by way of example but not by way of limitation, license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, all rights corresponding thereto throughout the world and all re-issues, divisions, continuations, renewals, extensions and continuations-in-part thereof.

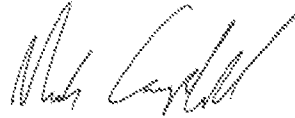
(b) Lender represents and warrants that it has the full power and authority to execute this Termination.

(c) Lender authorizes and requests the Trademark and Patent Divisions of the United States Patent and Trademark Office and the United States Copyright Office to record this Termination.

*[Signature Page Follows]*

IN WITNESS WHEREOF, Lender has executed and delivered this Termination as of the day and year first above written.

**ORIX GROWTH CAPITAL, LLC**



---

Name: Mark Campbell  
Title: Authorized Representative

SCHEDULE A

Copyrights

None.

SCHEDULE B

Trademarks

<b>Mark</b>	<b>Application No.</b>	<b>Filing Date</b>	<b>Registration No.</b>	<b>Registration Date</b>
BLOOMREACH	85495102	12/14/2011	4629017	10/28/2014
B BLOOMREACH	85512026	01/09/2012	4629025	10/28/2014

SCHEDULE C

Patents

<b>Title</b>	<b>Application No.</b>	<b>Filing Date</b>	<b>Patent No.</b>	<b>Issue Date</b>
QUERY GENERATION FOR SEARCHABLE CONTENT	12571242	09/30/2009	8676798	03/18/2014
ENHANCING THE CONTENT AND STRUCTURE OF A CORPUS OF CONTENT	12916309	10/29/2010	8949254	02/03/2015
GENERATING CONTENT FOR TOPICS BASED ON USER DEMAND	13222860	08/31/2011	8849812	09/30/2014
SEARCH WITH AUTOSUGGEST AND REFINEMENTS	14092567	11/27/2013	9384244	07/05/2016
SEARCH WITH MORE LIKE THIS REFINEMENTS	14092575	11/27/2013	9454581	09/27/2016
QUERY GENERATION FOR SEARCHABLE CONTENT	14167042	01/29/2014	8938452	01/20/2015
CROSS PLATFORM USER JOINING	14264569	04/29/2014	9584578	02/28/2017
DYNAMIC CATEGORIES	14306681	06/17/2014	10198524	02/05/2019
GENERATING CONTENT FOR TOPICS BASED ON USER DEMAND	14472233	08/28/2014	9361385	06/07/2016
QUERY GENERATION FOR SEARCHABLE CONTENT	14566516	12/10/2014	9317611	04/19/2016
DISTRIBUTED AND FAST DATA STORAGE LAYER FOR LARGE SCALE WEB DATA SERVICES	14567684	12/11/2014	10719562	07/21/2020
QUERY-DEPENDENT AND CONTENT-CLASS BASED RANKING	14574136	12/17/2014	9830392	11/28/2017
INSIGHTS FOR WEB SERVICE PROVIDERS	14733800	06/08/2015	10320633	06/11/2019
Synonym Generation	14740076	06/15/2015	10095784	10/09/2018
CONTROL SELECTION AND ANALYSIS OF SEARCH ENGINE OPTIMIZATION ACTIVITIES FOR WEB SITES	14754481	06/29/2015	10394796	08/27/2019

<b>Title</b>	<b>Application No.</b>	<b>Filing Date</b>	<b>Patent No.</b>	<b>Issue Date</b>
IDENTIFYING SEARCH FRIENDLY WEB PAGES	14825716	08/13/2015	10614500	04/07/2020
DYNAMIC ATTRIBUTES FOR SEARCHING	14946173	11/19/2015	10353966	07/16/2019
QUERY GENERATION FOR SEARCHABLE CONTENT	15067034	03/10/2016	9785713	10/10/2017
SEARCH WITH AUTOSUGGEST AND REFINEMENTS	15166832	05/27/2016	10013504	07/03/2018
SEARCH WITH MORE LIKE THIS REFINEMENTS	15246436	08/24/2016	10198520	02/05/2019
Search Ranking	15250425	08/29/2016	10497042	12/03/2019
ATTRIBUTE EXTRACTION	15260686	09/09/2016	10445812	10/15/2019
STRUCTURED SEARCH QUERIES	15340343	11/01/2016	10691684	06/23/2020
QUERY-DEPENDENT AND CONTENT-CLASS BASED RANKING	15798086	10/30/2017	10810275	10/20/2020
SEARCH WITH AUTOSUGGEST AND REFINEMENTS	15994526	05/31/2018	10394894	08/27/2019