

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM725530

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MFOUR MOBILE RESEARCH, INC.		04/29/2022	Corporation: CALIFORNIA
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: 25			
Property Type	Number	Word Mark	
Serial Number:	97027689	OMNICHANNEL INTELLIGENCE	
Serial Number:	90591196	ATLAS CONSUMER	
Serial Number:	90489775	OMNITRAFFIC	
Serial Number:	90431382	FAIR TRADE DATA	
Serial Number:	90635803	IMPULSE RESEARCH	
Serial Number:	90613067	OOH BENCHMARKS BY MFOUR	
Serial Number:	90612975	ATLAS STUDIO	
Registration Number:	6253176	BEHAVIOR-DRIVEN RESEARCH	
Registration Number:	6243092		
Registration Number:	6243091		
Registration Number:	6243090	MFOUR	
Registration Number:	6207667	BEHAVIOR-DRIVEN INTELLIGENCE	
Registration Number:	6207666	BEHAVIOR-DRIVEN INSIGHTS	
Registration Number:	5194770	MFOURDIY	
Registration Number:	4715618	MOBILE INSIGHTS IN REAL TIME	
Registration Number:	4991511	ADMATCH MOBILE	
Registration Number:	4913010	MEDIAMATCH 360°	
Registration Number:	4912977	CSAT 360	
Registration Number:	4477223	MFOUR MOBILE RESEARCH	

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Property Type	Number	Word Mark
Registration Number:	4388177	GEOVALIDATION
Registration Number:	4361059	BE HEARD. GET PAID.
Registration Number:	4349995	POINT OF EMOTION
Registration Number:	4349994	GEONOTIFICATION
Registration Number:	4349993	GEOINTENSITY
Registration Number:	4172975	SURVEYS ON THE GO

CORRESPONDENCE DATA

Fax Number: 4048853900
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: 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:	220763.002456
NAME OF SUBMITTER:	Christopher C Close, Jr.
SIGNATURE:	/Christopher C. Close Jr./
DATE SIGNED:	05/03/2022

Total Attachments: 11
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INTELLECTUAL PROPERTY SECURITY AGREEMENT

THIS INTELLECTUAL PROPERTY SECURITY AGREEMENT (“Agreement”) is entered into as of April 29, 2022 by and between **SILICON VALLEY BANK**, a California corporation (“**Bank**”), and **MFOUR MOBILE RESEARCH, INC.**, a California corporation (“**Grantor**”).

RECITALS

A. Bank has agreed to make certain advances of money and to extend certain financial accommodation to Grantor (the “**Loans**”) in the amounts and manner set forth in that certain Loan and Security Agreement by and between Bank and Grantor dated as of December 18, 2017 (as the same may be amended, modified or supplemented from time to time, the “**Loan Agreement**”; capitalized terms used herein are used as defined in the Loan Agreement). Bank is willing to enter into that certain Consent, Default Waiver and Seventh Amendment to Loan and Security Agreement dated of even date herewith by and between Bank and Grantor (the “**Seventh Amendment**”), but only upon the condition, among others, that Grantor shall grant to Bank a security interest in certain Copyrights, Trademarks, Patents, and Mask Works (as each term is described below) to secure the obligations of Grantor under the Loan Agreement.

B. Pursuant to the terms of the Loan Agreement and the Seventh Amendment, Grantor has granted to Bank 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 its obligations under the Loan Agreement, Grantor hereby represents, warrants, covenants and agrees as follows:

AGREEMENT

1. Grant of Security Interest. To secure its obligations under the Loan Agreement, Grantor grants and pledges to Bank a security interest in all of Grantor’s right, title and interest in, to and under its intellectual property (all of which shall collectively be called the “**Intellectual Property Collateral**”), including, without limitation, the following:

(a) Any and all copyright rights, copyright applications, copyright registrations and like protections in each work or 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 and any patents and patent applications claiming the priority benefit of 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 Bank.

3. Authorization. Grantor hereby authorizes Bank to (a) modify this Agreement unilaterally by amending the exhibits to this Agreement to include any Intellectual Property Collateral which Grantor obtains subsequent to the date of this Agreement, and (b) file a duplicate original of this Agreement containing amended exhibits reflecting such new Intellectual Property Collateral.

4. Loan Documents. This Agreement has been entered into pursuant to and in conjunction with the Seventh Amendment and 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 Bank 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.

5. 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.

6. 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.

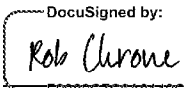
7. Governing Law. This Agreement and any claim, controversy, dispute or cause of action (whether in contract or tort or otherwise) based upon, arising out of or relating to this Agreement and the transactions contemplated hereby and thereby shall be governed by, and construed in accordance with, the 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:

MFOUR MOBILE RESEARCH, INC.

By:  _____
DocuSigned by:
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Name: Rob Chrono
Title: CFO

BANK:

SILICON VALLEY BANK

By:  _____
DocuSigned by:
10D92E509BFA4B4...
Name: Derek Hoyt
Title: Managing Director

EXHIBIT A

Copyrights

No.	Description	Registration Number	Application Number
1.	None Identified		

EXHIBIT B


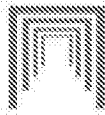
Patents

No.	Description	Application Number	Registration Number
1.	Selecting Target Respondents for a Survey Based on Application Data of Mobile Devices	13/865,824 (04/18/2013)	

EXHIBIT C

Trademarks

No.	Description	Serial Number	Registration Number
1.	OMNICHANNEL INTELLIGENCE	97/027,689 (09/14/2021)	
2.	ATLAS CONSUMER	90/591,196 (03/19/2021)	
3.	OMNITRAFFIC	90/489,775 (01/26/2021)	
4.	FAIR TRADE DATA	90/431,382 (12/30/2020)	
5.	IMPULSE RESEARCH	90/635,803 (04/09/2021)	
6.	OOH BENCHMARKS BY MFOUR	90/613,067 (03/30/2021)	
7.	ATLAS STUDIO	90/612,975 (03/30/2021)	

No.	Description	Serial Number	Registration Number
8.	BEHAVIOR-DRIVEN RESEARCH		6,253,176 (01/19/2021)
9.			6,243,092 (01/12/2021)
10.			6,243,091 (01/12/2021)
11.	MFOUR		6,243,090 (01/12/2021)
12.	BEHAVIOR-DRIVEN INTELLIGENCE		6,207,667 (11/24/2020)
13.	BEHAVIOR-DRIVEN INSIGHTS		6,207,666 (11/24/2020)
14.	MFOURDIY		5,194,770 (05/02/2017)
15.	MOBILE INSIGHTS IN REAL TIME		4,715,618 (04/07/2015)

No.	Description	Serial Number	Registration Number
16.	ADMATCH MOBILE		4,991,511 (07/05/2016)
17.	MEDIAMATCH 360°		4,913,010 (03/08/2016)
18.	CSAT 360		4,912,977 (03/08/2016)
19.	MFOUR MOBILE RESEARCH		4,477,223 (02/04/2014)
20.	GEOVALIDATION		4,388,177 (08/20/2013)
21.	BE HEARD. GET PAID.		4,361,059 (07/02/2013)
22.	POINT OF EMOTION		4,349,995 (06/11/2013)
23.	GEONOTIFICATION		4,349,994 (06/11/2013)

No.	Description	Serial Number	Registration Number
24.	GEOINTENSITY		4,349,993 (06/11/2013)
25.	SURVEYS ON THE GO		4,172,975 (07/10/2012)

EXHIBIT D

Mask Works

No.	Description	Registration Number	Application Number
1.	None Identified		