

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM740119

<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>
Nativo, Inc.		05/27/2022	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	EAST WEST BANK		
<b>Street Address:</b>	135 N. Los Robles Ave		
<b>Internal Address:</b>	Attention: Maytal Shainberg		
<b>City:</b>	Pasadena		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91101		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	97272628	N	
<b>Serial Number:</b>	90800885	TECHEON	
<b>Serial Number:</b>	97272623	N NATIVO	
<b>Serial Number:</b>	88139908	MEMO	
<b>Serial Number:</b>	85861547	N NATIVO	
<b>Serial Number:</b>	85841304	NATIVO	
<b>Serial Number:</b>	88680861	NATIVO IQ	
<b>Serial Number:</b>	87206132	SIMPLEREACH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6167423999		
<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>	6167423945		
<b>Email:</b>	hkooy@btlaw.com		
<b>Correspondent Name:</b>	Barnes & Thornburg LLP		
<b>Address Line 1:</b>	655 West Broadway, Suite 1300		
<b>Address Line 2:</b>	Attn: Hillary Kooy		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92101		
<b>ATTORNEY DOCKET NUMBER:</b>	67288.100		

OP \$215.00 97272628

<b>NAME OF SUBMITTER:</b>	Hillary Kooy
<b>SIGNATURE:</b>	/Hillary Kooy/
<b>DATE SIGNED:</b>	07/11/2022
<b>Total Attachments: 6</b> source=05. East West Bank - Nativo - IP Security Agreement (Borrower) EXECUTED (5.2022)(22771727.1)#page1.tif source=05. East West Bank - Nativo - IP Security Agreement (Borrower) EXECUTED (5.2022)(22771727.1)#page2.tif source=05. East West Bank - Nativo - IP Security Agreement (Borrower) EXECUTED (5.2022)(22771727.1)#page3.tif source=05. East West Bank - Nativo - IP Security Agreement (Borrower) EXECUTED (5.2022)(22771727.1)#page4.tif source=05. East West Bank - Nativo - IP Security Agreement (Borrower) EXECUTED (5.2022)(22771727.1)#page5.tif source=05. East West Bank - Nativo - IP Security Agreement (Borrower) EXECUTED (5.2022)(22771727.1)#page6.tif	

## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement is entered into as of the Closing Date by and between EAST WEST BANK, a California corporation ("Bank") and NATIVO, INC., a Delaware 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 the Closing Date (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). The Bank is willing to make the Loans to Grantor, but only upon the condition, among others, that Grantor shall grant to Bank a security interest in certain Copyrights, Trademarks, Patents, and Mask Works to secure the obligations of Grantor under the Loan Agreement.

B. Pursuant to the terms of the Loan Agreement, 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

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 (including without limitation those Copyrights, Patents and Trademarks listed on Exhibits 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.

This security interest is granted in conjunction with the security interest granted to Bank under the Loan Agreement. The rights and remedies of Bank with respect to the security interest granted hereby are in addition to those set forth in the Loan Agreement and the other Loan Documents, and those which are now or hereafter available to Bank, as a matter of law or equity. Each right, power and remedy of Bank provided for herein or in the Loan Agreement or any of the Loan Documents, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall be in addition to every right, power or remedy provided for herein and the exercise by Bank of any one or more of the rights, powers or remedies provided for in this Intellectual Property Security Agreement, the Loan Agreement or any of the other Loan Documents, or now or hereafter existing at law or in equity, shall not preclude the simultaneous or later exercise by any person, of any or all other rights, powers or remedies.

Grantor hereby authorizes Bank to file and/or record, in the relevant office(s), including the United States Patent and Trademark Office and the United States Copyright Office, this Intellectual Property Security Agreement and any and all amendments and/or modifications hereto, including to the Exhibits attached hereto from time to time, and other documents, without the signature of Grantor either in Bank's name or in the name of Bank as Bank and attorney-in-fact for Grantor.

Sections 11 (Choice of Law and Venue; Jury Trial Waiver; Judicial Reference) of the Loan Agreement is incorporated herein by this reference as though set forth in full.

*[Balance of Page Intentionally Left Blank]*

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:

NATIVO, INC.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address:

Attention: Robert Leff, CFO  
222 Pacific Coast Highway, 10th Floor  
El Segundo, CA 90245  
Email: rleff@nativo.com

BANK:

EAST WEST BANK

DocuSigned by:

Signature: Maytal Shainberg  
2E8C34E6077431...

Print Name: Maytal Shainberg

Title: Managing Director

Address:

Attention: Maytal Shainberg  
135 N. Los Robles Ave,  
Pasadena, CA 91101  
Email: Maytal.Shainberg@EastWestBank.com

*[Signature Page to Intellectual Property Security Agreement]*

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:

NATIVO, INC.

DocuSigned by:

*Robert Leff*

Signature:

6CB15A69F0D844C...

Print Name:

Robert Leff

Title:

Chief Financial Officer

Address:

Attention: Robert Leff, CFO  
222 Pacific Coast Highway, 10th Floor  
El Segundo, CA 90245  
Email: rleff@nativo.com

BANK:

EAST WEST BANK

Signature:

Print Name: Maytal Shainberg

Title: Managing Director

Address:

Attention: Maytal Shainberg  
135 N. Los Robles Ave,  
Pasadena, CA 91101  
Email: Maytal.Shainberg@EastWestBank.com

*[Signature Page to Intellectual Property Security Agreement]*

EXHIBIT A

Copyrights

Description

Registration Number

Registration Date

None.

EXHIBIT B

Patents

	<b>Title:</b>	<b>Application No.</b>	<b>Patent No.</b>	<b>Application Date:</b>
1.	EDGE BIDDING SYSTEM FOR ONLINE ADS	17/206714	<a href="#">US20210303653</a>	2021-03-19
2.	Detecting compatible layouts for content-based native ads	15/841165	<a href="#">US10248643</a>	2017-12-13
3.	IN-FEED FRAME TO DISPLAY ADS OR OTHER EXTERNALLY-HOSTED CONTENT	17/332791	<a href="#">US20210287258</a>	2021-05-27
4.	Native online ad creation	16/511895	<a href="#">US11164221</a>	2019-07-15
5.	SERVER SIDE WEB BASED AD STITCHING AND USER SPECIFIC OPTIMIZATION	17/570224	<a href="#">US20220129517</a>	2022-01-06
6.	Detecting compatible layouts for content-based native ads	16/275772	<a href="#">US10860792</a>	2019-02-14
7.	DETECTING COMPATIBLE LAYOUTS FOR CONTENT-BASED NATIVE ADS	17/080577	<a href="#">US20210042466</a>	2020-10-26
8.	Measuring content consumption	15/880278	<a href="#">US10757167</a>	2018-01-25
9.	Measuring content consumption	16/930086	<a href="#">US11212337</a>	2020-07-15
10.	SERVER SIDE CONTENT PAGE RE-RENDERING	16/887222	<a href="#">US20200356609</a>	2020-05-29
11.	MEASURING CONTENT CONSUMPTION	17/535257	<a href="#">US20220159057</a>	2021-11-24
12.	Server side web based ad stitching and user specific optimization	16/219018	<a href="#">US10817585</a>	2018-12-13
13.	Optimizing third party tag insertion	16/683064	<a href="#">US11275813</a>	2019-11-13
14.	Making real-time content selection decisions based on multivariate testing	16/683060	<a href="#">US11238216</a>	2019-11-13
15.	Server side web based ad stitching and user specific optimization	17/018685	<a href="#">US11250094</a>	2020-09-11
16.	Detecting compatible layouts for content-based native ads	14/310933	<a href="#">US9880994</a>	2014-06-20
17.	OPTIMIZING THIRD PARTY TAG INSERTION	17/592220	<a href="#">US20220156341</a>	2022-02-03
18.	Measuring content consumption	15/142439	<a href="#">US9912768</a>	2016-04-29
19.	Native online ad creation	14/133442	<a href="#">US10410257</a>	2013-12-18
20.	In-feed frame to display ads or other externally-hosted content	14/974371	<a href="#">US11055749</a>	2015-12-18
21.	Server side content page re-rendering	15/425801	<a href="#">US10726077</a>	2017-02-06

EXHIBIT C

Trademarks

	<b>Word/Mark</b>	<b>U.S. Serial No.</b>	<b>U.S. Registration</b>	<b>Filing or Registration Date</b>
1.	<u>N and Design</u>	97272628		
2.	<u>TECHEON</u>	90800885		
3.	<u>N NATIVO and Design</u>	97272623		
4.	<u>MEMO</u>	88139908	5745501	May 7, 2019
5.	<u>N NATIVO and Design</u>	85861547	4697951	March 10, 2015
6.	<u>NATIVO</u>	85841304	4657852	December 16, 2014
7.	<u>NATIVO IQ</u>	88680861	6246859	January 12, 2021
8.	<u>SIMPLEREACH</u>	87206132	5240137	July 11, 2017