

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM740117

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WESTERN ALLIANCE BANK	FORMERLY Bridge Bank, National Association	06/14/2022	Corporation: ARIZONA
RECEIVING PARTY DATA			
Name:	Nativo, Inc.		
Street Address:	222 Pacific Coast Highway, 10th Floor		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	85841304	NATIVO	
Serial Number:	85861547	N NATIVO	
Serial Number:	88139908	MEMO	
Serial Number:	87206132	SIMPLEREACH	
Serial Number:	88680861	NATIVO IQ	
Serial Number:	88691180	NATIVO EDGE	
Serial Number:	90800885	TECHEON	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	6167423945		
Email:	hkooy@btlaw.com		
Correspondent Name:	Barnes & Thornburg LLP		
Address Line 1:	655 West Broadway		
Address Line 2:	Attn: Hillary Kooy		
Address Line 4:	San Diego, CALIFORNIA 92101		
ATTORNEY DOCKET NUMBER:	67288.100		
NAME OF SUBMITTER:	Hillary Kooy		

OP \$190.00 85841304

SIGNATURE:	/Hillary Kooy/
DATE SIGNED:	07/11/2022
Total Attachments: 8 source=IP Release Letter Nativo#page1.tif source=IP Release Letter Nativo#page2.tif source=IP Release Letter Nativo#page3.tif source=IP Release Letter Nativo#page4.tif source=IP Release Letter Nativo#page5.tif source=IP Release Letter Nativo#page6.tif source=IP Release Letter Nativo#page7.tif source=IP Release Letter Nativo#page8.tif	



Western Alliance
Bank

Member FDIC

June 14, 2022

Nativo Inc.
Integrated Advertising Labs, LLC
100 N Sepulveda Blvd Fl 10
Suite 1000
El Segundo, CA 90245

RE: REASSIGNMENT AND RELEASE OF IP SECURITY INTEREST

This Reassignment and Release of Intellectual Property Security Interest is made as of June 14, 2022, by Western Alliance Bank, an Arizona corporation ("Lender") in favor of Nativo Inc. "Grantor".

Grantor assigned certain interests in the patents, trademarks and copyrights (the "Intellectual Property"), to Lender under an Intellectual Property Security Agreement dated as of March 31, 2015, as may have been amended from time to time between Lender and Grantor (the "Loan Agreement") and recorded with the U.S. Patent and Trademark Office and/or the U.S. Copyright Office, which is attached hereto as Exhibit A, B and C.

Lender acknowledges that Company has satisfied its obligations under the Security Agreement, and Lender hereby releases all security interests that Lender may have in the Intellectual Property and reassigns it to Company without warranty or recourse and authorizes the recordation of this Reassignment and Release of IP Security Interest with the United States Patent and Trademark Office at the expense of Grantor.

Western Alliance Bank, an Arizona corporation

By: *PJ Embalsado*
Name: Peejay Embalsado
Title: Senior Loan Servicing Officer

Enclosures

INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT, dated as of March 31, 2015, (the "Agreement") between BRIDGE BANK, NATIONAL ASSOCIATION ("Lender") and NATIVO, INC., ("Grantor") is made with reference to the Loan and Security Agreement, dated as of March 31, 2015 (as amended from time to time, the "Loan Agreement"), between Lender and Grantor. Terms defined in the Loan Agreement have the same meaning when used in this Agreement.

For good and valuable consideration, receipt of which is hereby acknowledged, Grantor hereby covenants and agrees as follows:

To secure the Obligations under the Loan Agreement, Grantor grants to Lender a security interest in all right, title, and interest of Grantor in any of the following, whether now existing or hereafter acquired or created in any and all of the following property (collectively, the "Intellectual Property Collateral"):

(a) 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 (collectively, the "Copyrights"), including the Copyrights described in Exhibit A;

(b) 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 Borrower connected with and symbolized by such trademarks (collectively, the "Trademarks"), including the Trademarks described in Exhibit B;

(c) patents, patent applications and like protections including without limitation improvements, divisions, continuations, renewals, reissues, extensions and continuations-in-part of the same (collectively, the "Patents"), including the Patents described in Exhibit C;

(d) mask work or similar rights available for the protection of semiconductor chips or other products (collectively, the "Mask Works");

(e) trade secrets, and any and all intellectual property rights in computer software and computer software products;

(f) design rights;

(g) claims for damages by way of past, present and future infringement 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) 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) amendments, renewals and extensions of any of the Copyrights, Trademarks, Patents, or Mask Works; and

(j) 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.

The rights and remedies of Lender with respect to the security interests granted hereunder are in addition to those set forth in the Loan Agreement, and those which are now or hereafter available to Lender as a matter of law or equity. Each right, power and remedy of Lender provided for herein or in the Loan Agreement, 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 Lender of any one or more of such rights, powers or remedies does not preclude the simultaneous or later exercise by Lender of any other rights, powers or remedies.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

GRANTOR:
NATIVO, INC.

By: _____

Name: JUSTIN CHOI

Title: CEO

LENDER:
BRIDGE BANK, NATIONAL ASSOCIATION

By: _____

Name: _____

Title: _____

Address for Notices:
NATIVO, INC.
200 North Sepulveda Blvd., Suite 400
El Segundo, CA 90245
Attn: Justin Choi
FAX: () _____
EMAIL: _____

Address for Notices:
Bridge Bank, National Association
3200 Park Center Plaza, Suite 350
Costa Mesa, CA 92626
Attn: Mark Breneman
FAX: () _____
EMAIL: mark.breneman@bridgebank.com

be in addition to every right, power or remedy provided for herein, and the exercise by Lender of any one or more of such rights, powers or remedies does not preclude the simultaneous or later exercise by Lender of any other rights, powers or remedies.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

GRANTOR:

NATIVO, INC.

By: _____

Name: _____

Title: _____

Address for Notices:

NATIVO, INC.
200 North Sepulveda Blvd., Suite 400
El Segundo, CA 90245
Attn: Justin Choi
FAX: (____) _____
EMAIL: _____

LENDER:

BRIDGE BANK, NATIONAL ASSOCIATION

By: Justin Choi

Name: Grant Simon

Title: Relationship Manager

Address for Notices:

Bridge Bank, National Association
3200 Park Center Plaza, Suite 350
Costa Mesa, CA 92626
Attn: Mark Breneman
FAX: (____) _____
EMAIL: mark.breneman@bridgebank.com

EXHIBIT A
COPYRIGHTS

Please Check if No Copyrights Exist

<u>Type of Work:</u>	<u>Title:</u>	<u>International Standard Serial Number (ISSN):</u>	<u>Registration Number:</u>	<u>Filing Date:</u>	<u>Preregistered?</u>

Exhibit B
TRADEMARKS

Please Check if No Trademarks Exist

<u>Mark / Title:</u>	<u>U.S. Serial Number:</u>	<u>U.S. Registration Number:</u>	<u>UPTO Reference Number:</u>	<u>Filing Date:</u>
N NATIVO	85841304	4697951		2/5/13
NATIVO	85861547	4657852		2/27/13
MEMO	88139908	5745501		10/2/18
SIMPLEREACH	87206132	5240137		10/17/16
NATIVO IQ	88680861	6246859		11/5/19
NATIVO EDGE	88691180			11/13/19
TECHEON	90800885			06/29/21

EXHIBIT C

PATENTS

Please Check if No Patents Exist

<u>Title:</u>	<u>Patent Number:</u>	<u>Application Serial Number:</u>	<u>Issued or Published?</u>	<u>Issue Date:</u>
Brand monitoring and marketing system	N/A	11359003	Published	2/21/06
Detecting compatible layouts for content-based native ads	N/A	15841165		12/13/17
Brand monitoring and marketing system	N/A	15009752		1/28/16
Measuring content consumption	9912768	15142439		4/29/16
Detecting compatible layouts for content-based native ads	9880994	14310933		6/20/14
MEASURING CONTENT CONSUMPTION		15880278		1/25/18
SERVER SIDE WEB BASED AD STITCHING AND USER SPECIFIC OPTIMIZATION		17018685		9/11/20
DETECTING COMPATIBLE LAYOUTS FOR CONTENT-BASED NATIVE ADS		17080577		10/26/20
SERVER SIDE CONTENT PAGE RE-RENDERING		16887222		5/29/20
MEASURING CONTENT CONSUMPTION		16930086		7/15/20
MAKING REAL-TIME CONTENT SELECTION		16683060		11/13/19

DECISIONS BASED ON MULTIVARIATE TESTING				
OPTIMIZING THIRD PARTY TAG INSERTION		16683064		11/13/19
NATIVE ONLINE AD CREATION		16511895		7/15/19
Detecting compatible layouts for content-based native ads	10860792	16275772		2/14/19
Server side web based ad stitching and user specific optimization	10817585	16219018		12/13/18
Server side content page re-rendering	10726077	15425801		2/6/17
Native online ad creation	10410257	14133442		12/18/13
NATIVE ONLINE AD CREATION		14133437		12/18/13
IN-FEED FRAME TO DISPLAY ADS OR OTHER EXTERNALLY- HOSTED CONTENT		14974371		12/18/15
SERVER SIDE WEB BASED AD STITCHING AND USER SPECIFIC OPTIMIZATION		PCT/US18/65415		12/18/13
EDGE BIDDING SYSTEM FOR ONLINE ADS		17206714		3/19/21
IN-FEED FRAME TO DISPLAY ADS OR OTHER EXTERNALLY- HOSTED CONTENT		17332791		5/27/21