

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
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ETAS ID: TM763861

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	TERMINATION AND RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SILICON VALLEY BANK		10/26/2022	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	PEBBLEPOST, INC.		
Street Address:	400 Lafayette Street, 2nd Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	4892683	PEBBLEPOST	
Registration Number:	4924627	PROGRAMMATIC DIRECT MAIL	
Registration Number:	5089260	PEBBLEPOST	
Registration Number:	5106745	PROGRAMMATIC DIRECT MARKETING	
Registration Number:	5102172	PROGRAMMATIC DIRECT	
Registration Number:	5494079	PROGRAMMATIC CATALOG	
Registration Number:	5488404	PROGRAMMATIC POSTCARD	
Registration Number:	6134036	SURVIVE THE SORT	
Serial Number:	88568493	PDM STACK	
Serial Number:	88568449	THE SHORT STACK	
Serial Number:	88886278	D2DM	
Registration Number:	6139763	PDM	
CORRESPONDENCE DATA			
Fax Number:			
<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:	800-494-5225		
Email:	ipteam@cogencyglobal.com		
Correspondent Name:	Stewart Walsh		

OP \$315.00 4892683

Address Line 1: 1025 Connecticut Ave NW, Suite 712
Address Line 2: COGENCY GLOBAL Inc.
Address Line 4: Washington, D.C. 20036

ATTORNEY DOCKET NUMBER: 1816064 TM

NAME OF SUBMITTER: Gwendolyn Meccas

SIGNATURE: /Gwendolyn Meccas/

DATE SIGNED: 10/27/2022

Total Attachments: 6

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TERMINATION AND RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT

This **TERMINATION AND RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT** (this "*Termination and Release*") is granted as of October 26, 2022 by **SILICON VALLEY BANK**, a California corporation, with its principal place of business at 3003 Tasman Drive, Santa Clara, California 95054 ("**Bank**"), in favor of **PEBBLEPOST, INC.**, a Delaware corporation, with its principal place of business at 400 Lafayette Street, 2nd Floor, New York, New York 10003 ("**Grantor**").

WHEREAS, the Grantor executed and delivered an Intellectual Property Security Agreement dated as of June 29, 2017, as amended by a certain First Amendment to Intellectual Property Security agreement dated as of February 1, 2019, and as further amended by a certain Second Amendment to Intellectual Property Security Agreement, dated as of June 2, 2021 (as amended, the "**Agreement**"), granting to the Bank a security interest in all of its right, title and interest, whether presently existing or hereafter acquired, in, to and under the (a) Patents (as defined in the Agreement), notice of which was recorded with the United States Patent and Trademark Office ("**USPTO**") on June 3, 2021 at Reel 056466, Frame 0953, and (b) the Trademarks (as defined in the Agreement), notice of which was recorded with the USPTO on June 3, 2021 at Reel 7315, Frame 0227.

WHEREAS, Grantor has requested that Bank hereby terminate, release and discharge fully its security interests in and liens on all right, title and interest of Grantor in, to and under all of the Patents and Trademarks as herein provided; and

WHEREAS, Grantor has requested that the Bank provide a document suitable for recording with the USPTO to evidence the release of the Bank's security interests in and liens on the Patents and Trademarks as herein provided.

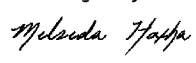
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Bank hereby:

1. *terminates the Agreement and releases, terminates and discharges fully all liens and security interests thereunder in Grantor's right, title and interest in, to and under the Intellectual Property Collateral (as defined in the Agreement), including, without limitation, (a) those patents and patent applications identified in Schedule I hereto and (b) those trademarks and trademark applications identified in Schedule II hereto; and*
2. *authorizes and requests that this Termination and Release be recorded with the USPTO.*

[Signature page follows]

IN WITNESS WHEREOF, the undersigned has executed this Termination and Release by its duly authorized officer as of the date first above written.

SILICON VALLEY BANK

By: 
Name: Melseda Hoxha
Title: Vice President


SCHEDULE I
TO
TERMINATION AND RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT

Patents

U.S. Patent Application No.
16/149,805 Title: Prospect
Selection for Direct Mail Filed:
October 2, 2018
Inventors: Lewis Gersh, Robert
Victor, Thomas Gibbons, Adam
Solomon
F&W Ref: 32657-41245/US

U.S. Patent Application No. 16/539,997
Title: Associating Anonymized Identifiers with Addressable Endpoints
Filed: August 13, 2019
Inventors: Lewis Gersh, Adam
Solomon
F&W Ref: 32657-44248/US

SCHEDULE II
TO
TERMINATION AND RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT
Trademarks

Mark	Reg./App. No.	Goods/Services	Status
PEBBLEPOST	Reg. No. 4,892,683	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35) Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)	Registered Jan. 26, 2016
PROGRAMMATIC DIRECT MAIL	Reg. No. 4,924,627	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35) Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)	Registered Supplemental Register March 22, 2016
 (PEBBLEPOST and Design)	Reg. No. 5,089,260	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35) Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)	Registered Nov. 29, 2016

Mark	Reg./App. No.	Goods/Services	Status
PROGRAMMATIC DIRECT MARKETING	Reg. No. 5,106,745	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35) Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)	Registered Supplemental Register Dec. 20, 2016
PROGRAMMATIC DIRECT	Reg. No. 5,102,172	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35)	Registered Supplemental Register Dec. 13, 2016
PROGRAMMATIC CATALOG	Reg. No. 5,494,079	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; creation and distribution of dynamically rendered direct mail advertising matter (class 35)	Registered Supplemental Register June 12, 2018
PROGRAMMATIC POSTCARD	Reg. No. 5,488,404	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; creation and distribution of dynamically rendered direct mail advertising matter (class 35) Software as a service (SAAS) services featuring software for use in the implementation of targeted direct mail campaigns; software as a service (SAAS) services featuring software for managing and optimizing direct marketing campaigns (class 42)	Registered Supplemental Register June 5, 2018
SURVIVE THE SORT	Reg. No. 6,134,036	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35)	Registered August 25, 2020
PDM STACK	App. No. 88/568,493	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35) Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)	Notice of Allowance issued Feb. 11, 2020
THE SHORT STACK	App. No.	Marketing services; direct marketing services;	Filed Aug 6, 2019

Mark	Reg./App. No.	Goods/Services	Status
	88/568,449	direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35) Software as a service (SAAS) services featuring software for use in tracking and analyzing online activity for use in the development and implementation of targeted marketing campaigns; software as a service (SAAS) services featuring software for monitoring, analyzing, managing, and optimizing direct marketing campaigns (class 42)	Suspended
D2DM	App. No. 88/886,278	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35)	Filed April 24, 2020
PDM PDM	Reg. No. 6,139,763	Marketing services; direct marketing services; direct mail advertising services; direct mail services; dissemination of advertising matter; direct mail logistics management (class 35)	Registered September 1, 2020