

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM772074

<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>
QUANTCAST CORPORATION		12/02/2022	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Venture Lending & Leasing IX, Inc.		
<b>Street Address:</b>	104 La Mesa Drive, Suite 102		
<b>City:</b>	Portola Valley		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94028		
<b>Entity Type:</b>	Corporation: MARYLAND		
<b>Name:</b>	WTI Fund X, Inc.		
<b>Street Address:</b>	104 La Mesa Drive, Suite 102		
<b>City:</b>	Portola Valley		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94028		
<b>Entity Type:</b>	Corporation: MARYLAND		
<b>PROPERTY NUMBERS Total: 10</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6710476	ARA	
<b>Registration Number:</b>	3609379	GET QUANTIFIED	
<b>Registration Number:</b>	3675378	QUANTCAST	
<b>Registration Number:</b>	3675377	QUANTCAST	
<b>Registration Number:</b>	4641137	QUANTCAST	
<b>Registration Number:</b>	6081376	QUANTCAST CHOICE	
<b>Serial Number:</b>	97413083	BRAND LIFT LIVE BY QUANTCAST	
<b>Serial Number:</b>	90186391	PERMISIO	
<b>Serial Number:</b>	90218305	PERMISIO	
<b>Serial Number:</b>	88806551	QUANTCAST ACTIVATE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4153914436		

OP \$265.00 6710476

**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:** 4153645540  
**Email:** nsust@foxrothschild.com  
**Correspondent Name:** Jeff Klugman  
**Address Line 1:** 345 California Street  
**Address Line 2:** Suite 2200  
**Address Line 4:** San Francisco, CALIFORNIA 94104

**NAME OF SUBMITTER:** Jeffrey T. Klugman

**SIGNATURE:** /Jeffrey T. Klugman/

**DATE SIGNED:** 12/06/2022

**Total Attachments: 35**

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## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement (this "Agreement") is made as of December 2, 2022, between QUANTCAST CORPORATION, a Delaware corporation ("Grantor"), and VENTURE LENDING & LEASING IX, INC. ("Fund 9") and WTI FUND X, INC. ("Fund 10"), both Maryland corporations (sometimes referred to herein individually and together as "Secured Party").

### RECITALS

A. Pursuant to that certain Loan and Security Agreement of even date herewith between Grantor, as borrower, and Secured Party, as lender (as amended, restated, supplemented or otherwise modified from time to time, the "Loan Agreement"), Secured Party has agreed to make certain advances of money and to extend certain financial accommodations to Grantor (the "Loans") in the amounts and manner set forth in the Loan Agreement. All capitalized terms used herein without definition shall have the meanings ascribed to them in the Loan Agreement.

B. Secured Party is willing to make the Loans to Grantor, but only upon the condition, among others, that Grantor shall grant to Secured Party a security interest in substantially all of Grantor's personal property whether presently existing or hereafter acquired. To that end, Grantor has executed in favor of Secured Party the Loan Agreement granting a security interest in all Collateral, and is executing this Agreement with respect to certain items of Intellectual Property, in particular.

NOW, THEREFORE, THE PARTIES HERETO AGREE AS FOLLOWS:

1. Grant of Security Interest. As collateral security for the prompt and complete payment and performance of all of Grantor's present or future Obligations, Grantor hereby grants a security interest to Secured Party, as security, in and to Grantor's entire right, title and interest in, to and under the following Intellectual Property, now owned or hereafter acquired by Grantor or in which Grantor now holds or hereafter acquires any interest (all of which shall collectively be called the "Collateral" for purposes of this Agreement):

(a) Any and all copyrights, whether registered or unregistered, held pursuant to the laws of the United States, any State thereof or of any other country; all registrations, applications and recordings in the United States Copyright Office or in any similar office or agency of the United States, and State thereof or any other country; all continuations, renewals, or extensions thereof; and any registrations to be issued under any pending applications, including without limitation those set forth on Exhibit A attached hereto (collectively, the "Copyrights");

(b) All letters patent of, or rights corresponding thereto in, the United States or any other country, all registrations and recordings thereof, and all applications for letters patent of, or rights corresponding thereto in, the United States or any other country, including, without limitation, registrations, recordings and applications in the United States Patent and Trademark Office or in any similar office or agency of the United States, any State thereof or any other country; all reissues, continuations, continuations-in-part or extensions thereof; all petty patents, divisionals, and patents of addition; and all patents to be issued under any such applications, including without limitation the patents and patent applications set forth on Exhibit B attached hereto (collectively, the "Patents");

(c) All trademarks, trade names, corporate names, business names, trade styles, service marks, logos, other source or business identifiers, prints and labels on which any of the foregoing have appeared or appear, designs and general intangibles of like nature, now existing or hereafter adopted or acquired, all registrations and recordings thereof, and any applications in connection therewith, including, without limitation, registrations, recordings and applications in the United States Patent and Trademark Office or in any similar office or agency of the United States, any State thereof or any other country or any political subdivision thereof, and reissues, extensions or renewals thereof, 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");

(d) Any and all 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;

(e) All licenses or other rights to use any of the Copyrights, Patents or Trademarks, and all license fees and royalties arising from such use to the extent permitted by such license or rights;

(f) All amendments, renewals and extensions of any of the Copyrights, Trademarks or Patents;  
and

(g) 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.

Notwithstanding the foregoing the term "Collateral" shall not include: (a) "intent-to-use" trademarks at all times prior to the first use thereof, whether by the actual use thereof in commerce, the recording of a statement of use with the United States Patent and Trademark Office or otherwise, but only to the extent the granting of a security interest in such "intent to use" trademarks would be contrary to applicable law or (b) any contract, instrument or chattel paper in which Grantor has any right, title or interest if and to the extent such contract, instrument or chattel paper includes a provision containing a restriction on assignment such that the creation of a security interest in the right, title or interest of Grantor therein would be prohibited and would, in and of itself, cause or result in a default thereunder enabling another person party to such contract, instrument or chattel paper to enforce any remedy with respect thereto; provided, however, that the foregoing exclusion shall not apply if (i) such prohibition has been waived or such other person has otherwise consented to the creation hereunder of a security interest in such contract, instrument or chattel paper, or (ii) such prohibition would be rendered ineffective pursuant to Sections 9-407(a) or 9-408(a) of the UCC, as applicable and as then in effect in any relevant jurisdiction, or any other applicable law (including the Bankruptcy Code or principles of equity); provided further that immediately upon the ineffectiveness, lapse or termination of any such provision, the term "Collateral" shall include, and Grantor shall be deemed to have granted a security interest in, all its rights, title and interests in and to such contract, instrument or chattel paper as if such provision had never been in effect; and provided further that the foregoing exclusion shall in no way be construed so as to limit, impair or otherwise affect Secured Party's unconditional continuing security interest in and to all rights, title and interests of Grantor in or to any payment obligations or other rights to receive monies due or to become due under any such contract, instrument or chattel paper and in any such monies and other proceeds of such contract, instrument or chattel paper.

2. Covenants and Warranties. Grantor represents, warrants, covenants and agrees as follows:

(a) Grantor has rights (as defined in the UCC) in the Collateral, except for Permitted Liens;

(b) During the term of this Agreement, Grantor will not transfer or otherwise encumber any interest in the Collateral, except for Permitted Liens and except for transfers otherwise permitted under the Loan Agreement;

(c) To its knowledge, each of the Patents is valid and enforceable, and no part of the Collateral has been judged invalid or unenforceable, in whole or in part, and no claim has been made that any part of the Collateral violates the rights of any third party;

(d) **Grantor shall deliver to Secured Party within thirty (30) days of the last day of each fiscal quarter, a report signed by Grantor, in form reasonably acceptable to Secured Party, listing (i) any applications or registrations that Grantor has made or filed in respect of any patents, copyrights or trademarks, (ii) the status of any outstanding applications or registrations and (iii) any material change in the composition of the Collateral;**

(e) With respect to Trademarks, Patents and Copyrights constituting Collateral that Grantor's management determines in its sole but reasonable commercial judgment are material to Grantor's business, Grantor shall use reasonable commercial efforts to (i) protect, defend and maintain the validity and enforceability of such Trademarks, Patents and Copyrights, (ii) detect infringements of such Trademarks, Patents and Copyrights and promptly advise Secured Party in writing of material infringements detected, and (iii) not allow any material Trademarks, Patents or Copyrights to be abandoned, forfeited, lapsed or dedicated to the public unless Grantor deems it to be in the best interest of Grantor's business;

(f) Grantor shall apply for registration (to the extent not already registered) with the United States Patent and Trademark Office or the United States Copyright Office, as applicable: (i) those intellectual property rights listed on Exhibits A, B and C hereto within thirty (30) days of the date of this Agreement; and (ii) within a reasonable period of time after the acquisition of any such intellectual property rights, those additional intellectual property rights developed or acquired by Grantor from time to time in connection with any product or service, (including without limitation revisions or additions to the intellectual property rights listed on such Exhibits A, B and C), except, in each case, with respect to such rights that Grantor determines in its sole but reasonable commercial judgment need not be registered to protect its own business interests. Grantor shall, from time to time, execute and file such other instruments, and take such further actions as Secured Party may reasonably request from time to time to perfect or continue the perfection of Secured Party's interest in the Collateral; and

(g) Grantor shall not enter into any agreement that would materially impair or conflict with Grantor's obligations hereunder without Secured Party's prior written consent, which consent shall not be unreasonably withheld. Grantor shall not permit the inclusion in any material contract to which it becomes a party of any provisions that would reasonably be expected to prevent the creation of a security interest in Grantor's rights and interests in any property included within the definition of the Collateral acquired under such contracts, except for provisions in such material contracts as are referenced in the last paragraph of Section 1 of this Agreement.

3. Further Assurances; Attorney in Fact.

(a) On a continuing basis, Grantor will make, execute, acknowledge and deliver, and file and record in the proper filing and recording places in the United States, all such instruments, including appropriate financing and continuation statements and collateral agreements and filings with the United States Patent and Trademark Office and the Register of Copyrights, and take all such action as may reasonably be deemed necessary or advisable, or as reasonably requested by Secured Party, to perfect Secured Party's security interest in all Copyrights, Patents and Trademarks and otherwise to carry out the intent and purposes of this Agreement, or for assuring and confirming to Secured Party the grant or perfection of a security interest in all Collateral.

(b) Grantor hereby irrevocably appoints Secured Party as Grantor's attorney-in-fact, with full authority in the place and stead of Grantor and in the name of Grantor, from time to time in Secured Party's discretion, to take any action and to execute any instrument which Secured Party may reasonably deem necessary or advisable to accomplish the purposes of this Agreement, including (i) to modify, in its sole discretion, this Agreement without first obtaining Grantor's approval of or signature to such modification by amending Exhibits A, B and C, hereof, as appropriate, to include reference to any right, title or interest in any Copyrights, Patents or Trademarks acquired by Grantor after the execution hereof or to delete any reference to any right, title or interest in any Copyrights, Patents or Trademarks in which Grantor no longer has or claims any right, title or interest, (ii) to file, in its sole discretion, one or more financing or continuation statements and amendments thereto, relative to any of the Collateral without the signature of Grantor where permitted by law, and (iii) after the occurrence and during the continuance of an Event of Default, to transfer the Collateral into the name of Secured Party or a third party to the extent permitted under the California Uniform Commercial Code.

4. Events of Default. The occurrence of any of the following shall constitute an Event of Default under this Agreement:

(a) An Event of Default under the Loan Agreement; or

(b) Grantor breaches in any material respect any warranty or agreement made by Grantor in this Agreement and, as to any breach that is capable of cure, Grantor fails to cure such breach within thirty (30) days of the sooner to occur of Grantor's receipt of notice of such breach from Secured Party or the date on which such breach first becomes known to Grantor.

5. Amendments. This Agreement may be amended only by a written instrument signed by both parties hereto, except for amendments permitted under Section 3 hereof to be made by Secured Party alone.

6. Counterparts; Electronic Signature. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same agreement. This Agreement may be executed by electronic signatures. Grantor and Secured Party expressly agree to conduct the transactions contemplated by this Agreement by electronic means (including, without limitation, with respect to the execution, delivery, storage and transfer of this Agreement by electronic means and to the enforceability of electronic Loan Documents). Delivery of an executed signature page to this Agreement by facsimile or other electronic mail transmission shall be effective as delivery of a manually executed counterpart hereof and thereof, as applicable. The words "execution," "signed," "signature" and words of like import herein shall be deemed to include electronic signatures or the keeping of records in electronic form, each of which shall be of the same legal effect, validity and enforceability as a manually executed signature or the use of a paper-based recordkeeping systems, as the case may be, to the extent and as provided for in any applicable law, including, without limitation, any state law based on the Uniform Electronic Transactions Act.

7. Several Nature of Secured Party's Obligations and Rights; Pari Passu Security Interests. This Agreement is and shall be interpreted for all purposes as separate and distinct agreements between Grantor and Fund 9, on the one hand, and Grantor and Fund 10, on the other hand, and nothing in this Agreement shall be deemed a joint venture, partnership or other association between Fund 9 and Fund 10. Each reference in this Agreement to "Secured Party" shall mean and refer to each of Fund 9 and Fund 10, singly and independent of one another. Without limiting the generality of the foregoing, the covenants and other obligations of "Secured Party" under this Agreement are several and not joint obligations of Fund 9 and Fund 10, and all rights and remedies of "Secured Party" under this Agreement may be exercised by Fund 9 and/or Fund 10 independently of one another. The security interests granted by Grantor to each of Fund 9 and Fund 10 hereunder and under the Loan Agreement shall be deemed to have been granted and perfected at the same time and shall be of equal priority.

*[Signature Pages Follow]*

[Signature page to Intellectual Property Security Agreement]

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

**GRANTOR:**

QUANTCAST CORPORATION

By: [Signature]  
Name: Imad Tareem  
Title: Chief Financial Officer

Address for Notices:

795 Folsom St, Floor 5  
San Francisco, CA 94107  
Attn: Chief Financial Officer  
Fax #:  
Phone #:

**SECURED PARTY:**

VENTURE LENDING & LEASING IX, INC.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

Address for Notices:

104 La Mesa Dr., Suite 102  
Portola Valley, CA 94028  
Attn: Chief Financial Officer  
Fax # 650-234-4343  
Phone # 650-234-4300

**SECURED PARTY:**

WTI FUND X, INC.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

Address for Notices:

104 La Mesa Dr., Suite 102  
Portola Valley, CA 94028  
Attn: Chief Financial Officer  
Fax # 650-234-4343  
Phone # 650-234-4300



[Signature page to Intellectual Property Security Agreement]

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

**GRANTOR:**

QUANTCAST CORPORATION


By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

Address for Notices:

\_\_\_\_\_  
\_\_\_\_\_  
Attn:  
Fax #:  
Phone #:

**SECURED PARTY:**

VENTURE LENDING & LEASING IX, INC.


By:  \_\_\_\_\_  
David Wanek (Nov 26, 2022 10:41 PST)  
Name: David Wanek  
Title: President and CEO

Address for Notices:

104 La Mesa Dr., Suite 102  
Portola Valley, CA 94028  
Attn: Chief Financial Officer  
Fax # 650-234-4343  
Phone # 650-234-4300

**SECURED PARTY:**

WTI FUND X, INC.

By:  \_\_\_\_\_  
David Wanek (Nov 28, 2022 10:41 PST)  
Name: David Wanek  
Title: President and CEO

Address for Notices:

104 La Mesa Dr., Suite 102  
Portola Valley, CA 94028  
Attn: Chief Financial Officer  
Fax # 650-234-4343  
Phone # 650-234-4300

EXHIBIT A

Copyrights

<u>Description</u>	<u>Registration Number</u>	<u>Registration Date</u>
Quantcast website and content thereof	Unregistered	Unregistered
Quantcast promotional materials	Unregistered	Unregistered
Quantcast source code	Unregistered	Unregistered

EXHIBIT B

Registered Patents

Country	Status	Filing Date	Application Number	Issue Date	Patent Number	Title
United States	Issued	9/26/2007	11/862,053	10/15/2013	8560669	TRACKING IDENTIFIER SYNCHRONIZATION
United States	Issued	6/27/2008	12/163,749	7/6/2010	7752261	SYSTEM AND METHOD FOR MULTIBEACONING
United States	Issued	12/19/2008	12/340,259	5/22/2012	8185931	METHOD AND SYSTEM FOR PRESERVING PRIVACY RELATED
United States	Issued	2/4/2009	12/365,803	6/7/2011	7958191	SYSTEM AND METHOD FOR CLIENT MANAGEMENT
United States	Issued	4/19/2010	12/762,481	1/3/2012	8090825	SYSTEM AND METHOD FOR MULTIBEACONING
United States	Issued	10/17/2011	13/275,098	6/10/2014	8751418	Using Proxy Behaviors for Audience Selection
United States	Issued	11/17/2011	13/299,313	11/25/2014	8898164	Consumption History Privacy
United States	Issued	5/24/2012	13/480,315	12/29/2015	9224101	Incremental Model Training for

						Advertisement Targeting
United States	Issued	3/28/2012	13/433,121	10/15/2013	8561133	METHOD AND SYSTEM FOR PRESERVING PRIVACY RELATED
United States	Issued	11/5/2012	13/669,157	6/12/2018	9996858	Adaptive Bidding for Networked Advertising
United States	Issued	7/31/2012	13/563,293	9/22/2015	9141651	ADAPTIVE COLUMN SET COMPOSITION
United States	Issued	11/1/2012	13/666,709	1/5/2016	9229657	Redistributing Data in a Distributed Storage System Based on
United States	Issued	2/6/2013	13/760,933	11/7/2017	9811529	AUTOMATICALLY REDISTRIBUTING DATA OF MULTIPLE FILE
United States	Issued	2/8/2013	13/763,459	9/13/2016	9444889	MANAGING DISTRIBUTED SYSTEM PERFORMANCE USING
United States	Issued	3/15/2013	13/835,962	3/7/2017	9589278	Conversion Timing Prediction for Networked Advertising
United States	Issued	3/15/2013	13/834,417	3/29/2016	9298860	SEPARATION OF MODELS BASED ON PRESENCE OR ABSENCE

United States	Issued	3/15/2013	13/835,248	12/19/2017	9846895	AUTOMATIC GENERATION AND MANAGEMENT OF
United States	Issued	5/22/2013	13/900,471	3/22/2016	9294912	Selective Regulation of Information Transmission from Mobile
United States	Issued	4/8/2013	13/858,539	3/4/2014	8667135	DETECTING AND REPORTING ON CONSUMPTION RATE
United States	Issued	7/8/2013	13/937,103	9/22/2015	9143932	Privacy Centric Feature Analysis for Mobile Devices
United States	Issued	6/28/2013	13/931,586	10/13/2015	9159029	INFERRING THE PRESENCE OF AN ENTITY WITHIN AN
United States	Issued	7/9/2013	13/937,864	5/3/2016	9330209	CHARACTERIZING AN ENTITY IN AN IDENTIFIER SPACE BASED
United States	Issued	6/26/2013	13/927,860	2/24/2015	8965336	QUANTIFYING MOBILITY OF MOBILE DEVICES VIA A PRIVACY
United States	Issued	6/27/2013	13/929,149	3/29/2016	9299091	Audience Segment Selection
United States	Issued	9/10/2013	14/022,525	9/16/2014	8839355	Method and System for Preserving Privacy Related to

United States	Issued	10/22/2013	14/038,255	7/12/2016	9392060	MANAGING DISTRIBUTED SYSTEM PERFORMANCE USING
United States	Issued	9/12/2014	14/484,639	10/17/2017	9792295	Distributing Data of Multiple Logically Independent File
United States	Issued	3/31/2014	14/230,614	11/10/2015	9183568	Using Proxy Behaviors for Audience Selection
United States	Issued	6/17/2014	14/306,832	9/15/2015	9137266	Preserving Privacy Related to Networked Media Consumption
United States	Issued	6/30/2014	14/320,373	4/4/2017	9613127	AUTOMATED LOAD-BALANCING OF PARTITIONS IN
United States	Issued	10/22/2014	14/521,159	11/19/2019	10482496	Automatic Performance-Triggered Campaign Adjustment
United States	Issued	10/7/2014	14/508,787	11/17/2015	9189652	Consumption History Privacy
United States	Issued	10/22/2014	14/521,164	7/23/2019	10360581	Automatic Performance-Triggered Feature Discovery
United States	Issued	10/31/2014	14/529,505	11/17/2015	9191779	Quantifying Mobility of Mobile Devices Via a Privacy

United States	Issued	12/8/2014	14/562,977	7/31/2018	10037545	Predicting Advertisement Impact for Audience Selection
United States	Issued	12/8/2014	14/562,988	7/10/2018	10019728	Predicting Advertisement Impact for Campaign Selection
United States	Issued	3/28/2016	15/083,146	8/18/2020	10748179	Control System Based on Viewable Attention
United States	Issued	9/30/2015	14/871,194	2/20/2018	9900360	MANAGING A DISTRIBUTED SYSTEM PROCESSING A
United States	Issued	6/18/2015	14/743,966	10/25/2016	9477840	Preserving Privacy Related to Networked Media Consumption
United States	Issued	6/10/2015	29/529,816	11/15/2016	D771697	Portion of a Display Screen With Icon (Gender)
United States	Issued	6/10/2015	29/529,817	11/15/2016	D771698	Portion of a Display Screen With Icon (Age)
United States	Issued	6/10/2015	29/529,818	11/15/2016	D771699	Portion of a Display Screen With Icon (Income)
United States	Issued	6/10/2015	29/529,819	10/4/2016	D768206	Display Screen or Portion Thereof With Icon (Household)

United States	Issued	6/10/2015	29/529,820	11/15/2016	D771706	Portion of a Display Screen With Icon (Education)
United States	Issued	6/10/2015	29/529,822	11/8/2016	D771124	Portion of a Display Screen With Icon (Political Affiliation)
United States	Issued	6/10/2015	29/529,823	11/8/2016	D771125	Portion of a Display Screen With Icon (Political Engagement)
United States	Issued	6/26/2015	14/752,013	5/3/2016	9330361	INFERRING THE PRESENCE OF AN ENTITY WITHIN AN IDENTIFIER SPACE BASED ON THE BEHAVIORS OF UNRELATED ENTITIES
United States	Issued	6/26/2015	14/752,036	4/5/2016	9307357	QUANTIFYING MOBILITY OF MOBILE DEVICES VIA A PRIVACY PRESERVING MOBILITY METRIC
United States	Issued	6/26/2015	14/752,058	3/20/2018	9922109	ADAPTIVE COLUMN SET COMPOSITION
United States	Issued	8/28/2015	14/838,539	2/12/2019	10204306	Using Proxy Behaviors for Audience Selection
United States	Issued	8/14/2015	14/826,618	4/12/2016	9313656	Privacy Centric Feature Analysis for Mobile Devices



United States	Issued	11/24/2015	14/950,401	7/5/2016	9384451	Incremental Model Training for Advertisement Targeting  Using Streaming Data
United States	Issued	6/30/2016	15/199,704	2/4/2020	10552870	PRIVACY-SAFE FREQUENCY DISTRIBUTION OF GEO-FEATURES  FOR MOBILE DEVICES
United States	Issued	10/14/2015	29/542,508	10/25/2016	D769911	Animated Icon for a Portion of a Display Screen (Loading)
United States	Issued	10/27/2015	29/543,629	8/15/2017	D794653	Display Screen with an Animated Graphical User Interface
United States	Issued	9/22/2015	29/540,235	10/18/2016	D769318	Display Screen or Portion Thereof With Icon (Site)
United States	Issued	9/22/2015	29/540,236	11/15/2016	D771693	Display Screen or Portion Thereof With Icon (App)
United States	Issued	9/22/2015	29/540,239	11/15/2016	D771694	Display Screen or Portion Thereof With Icon (Network)
United States	Issued	9/22/2015	29/540,248	10/18/2016	D769319	Display Screen or Portion Thereof With Icon (Audience Segment)

United States	Issued	10/2/2015	14/873,868	5/21/2019	10296763	Consumption History Privacy
United States	Issued	11/24/2015	14/950,461	12/27/2016	9529540	Redistributing Data in a Distributed Storage System Based on Attributes of the Data
United States	Issued	12/29/2015	14/983,122	2/14/2017	9571964	QUANTIFYING MOBILITY OF MOBILE DEVICES VIA A PRIVACY PRESERVING MOBILITY METRIC
United States	Issued	3/31/2016	15/087,341	6/9/2020	10679247	Incremental Model Training for Advertisement Targeting Using Streaming Data
United States	Issued	2/9/2016	15/019,168	10/25/2016	9479929	Selective Regulation of Information Transmission from Mobile Applications to Third-Party Privacy Compliant Target Systems
United States	Issued	7/1/2016	15/201,229	8/11/2020	10740359	Automated Persona Feature Selection
United States	Issued	2/19/2016	15/048,987	1/24/2017	9554269	Privacy Centric Feature Analysis for Mobile Devices
United States	Issued	2/23/2016	15/051,531	2/16/2021	10922615	Inferring the Presence of an Entity Within an Identifier Space Based

						on the Behaviors of Unrelated Entities
United States	Issued	3/23/2016	15/078,160	4/2/2019	10248961	Characterizing an Entity in an Identifier Space Based on Behaviors of Unrelated Entities in a Different Identifier Space
United States	Issued	5/24/2016	15/163,387	4/4/2017	9612906	Managing Distributed System Performance Using Accelerated Data Retrieval Operations
United States	Issued	5/27/2016	15/166,835	9/5/2017	9753654	MANAGING DISTRIBUTED SYSTEM PERFORMANCE USING ACCELERATED DATA RETRIEVAL OPERATIONS
United States	Issued	12/14/2016	15/378,827	8/10/2021	11087364	Advertising Delivery Control System
United States	Issued	6/27/2016	29/569,418	1/23/2018	D808424	Display Screen or Portion Thereof With Icon (Automobile)
United States	Issued	6/27/2016	29/569,421	1/23/2018	D808427	Display Screen or Portion Thereof With Icon (Demographics)
United States	Issued	6/29/2016	29/569,685	1/23/2018	D808428	Display Screen or Portion Thereof With Icon (General Interests)

United States	Issued	7/11/2016	29/570,722	10/17/2017	D800170	Display Screen or Portion Thereof With Icon (Media Interests)
United States	Issued	7/11/2016	29/570,725	9/26/2017	D798337	Display Screen or Portion Thereof With Icon (Political Interests)
United States	Issued	7/18/2016	29/571,362	9/26/2017	D798338	Display Screen or Portion Thereof With Icon (Restaurant Food)
United States	Issued	7/18/2016	29/571,367	11/14/2017	D802625	Display Screen or Portion Thereof With Icon (Shopping Interests)
United States	Issued	9/19/2016	15/269,291	3/21/2017	9603011	SELECTIVE REGULATION OF INFORMATION TRANSMISSION FROM MOBILE APPLICATIONS TO THIRD-PARTY PRIVACY COMPLIANT TARGET SYSTEMS
United States	Issued	9/23/2016	15/274,090	10/17/2017	9794296	Preserving Privacy Related to Networked Media Consumption Activities
United States	Issued	11/21/2016	15/357,632	11/7/2017	9811262	Redistributing Data in a Distributed Storage System Based on the Attributes of the Data

United States	Issued	12/21/2016	15/387,245	5/9/2017	9648465	QUANTIFYING MOBILITY OF MOBILE DEVICES VIA A PRIVACY PRESERVING MOBILITY METRIC
United States	Issued	12/7/2016	15/371,746	9/12/2017	9763085	Privacy Centric Feature Analysis for Mobile Devices
United States	Issued	12/28/2016	15/392,891	5/22/2018	9979752	Selective Regulation of Information Transmission from Mobile Applications to Third-Party Privacy Compliant Target Systems
United States	Issued	12/14/2016	15/379,004	7/10/2018	10019316	MANAGING DISTRIBUTED SYSTEM PERFORMANCE USING ACCELERATED DATA RETRIEVAL OPERATIONS
United States	Issued	3/30/2017	15/475,008	9/4/2018	10067830	MANAGING DISTRIBUTED SYSTEM PERFORMANCE USING ACCELERATED DATA RETRIEVAL OPERATIONS
United States	Issued	2/2/2017	15/422,756	5/5/2020	10642866	AUTOMATED LOAD-BALANCING OF PARTITIONS IN ARBITRARILY IMBALANCED DISTRIBUTED

						MAPREDUCE COMPUTATIONS
United States	Issued	1/24/2017	15/413,645	10/1/2019	10430826	Conversion Timing Prediction for Networked Advertising
United States	Issued	3/30/2017	15/474,958	12/10/2019	10504139	CAMPAIGNS RESPONSIVE TO KEYWORD TRENDS
United States	Issued	3/31/2017	15/476,353	9/26/2017	9775026	Privacy Centric Feature Analysis for Mobile Devices
United States	Issued	3/31/2017	15/476,211	9/5/2017	9756471	QUANTIFYING MOBILITY OF MOBILE DEVICES VIA A PRIVACY PRESERVING MOBILITY METRIC
United States	Issued	6/30/2017	15/640,007	11/26/2019	10489383	Identifying Variance in Distributed Systems
United States	Issued	6/30/2017	15/639,830	11/5/2019	10467655	Protected Audience Selection
United States	Issued	6/28/2017	15/636,329	6/26/2018	10007461	REDISTRIBUTING DATA IN A DISTRIBUTED STORAGE SYSTEM BASED ON ATTRIBUTES OF THE DATA
United States	Issued	6/30/2017	15/638,755	2/27/2018	9906951	Privacy Centric Feature Analysis for Mobile Devices

United States	Issued	3/5/2018	15/912,221	9/1/2020	10762157	Balancing On-site Engagement
United States	Issued	7/28/2017	15/662,980	11/7/2017	9813868	QUANTIFYING MOBILITY OF MOBILE DEVICES VIA A PRIVACY PRESERVING MOBILITY METRIC
United States	Issued	9/12/2017	15/702,258	6/16/2020	10684996	DISTRIBUTING DATA OF MULTIPLE LOGICALLY INDEPENDENT FILE SYSTEMS IN DISTRIBUTED STORAGE SYSTEMS INCLUDING PHYSICALLY PARTITIONED DISKS
United States	Issued	9/30/2017	15/721,782	8/4/2020	10733635	Automatic Generation and Management of Advertising Campaigns Based on Third-Party Listings
United States	Issued	9/30/2017	15/721,766	7/24/2018	10033768	PRESERVING PRIVACY RELATED TO NETWORKED MEDIA CONSUMPTION ACTIVITIES
United States	Issued	9/29/2017	15/719,549	3/20/2018	9924321	QUANTIFYING MOBILITY OF MOBILE DEVICES VIA A PRIVACY PRESERVING MOBILITY METRIC

United States	Issued	5/30/2018	15/993,008	8/11/2020	10740012	REDISTRIBUTING DATA IN A DISTRIBUTED STORAGE SYSTEM BASED ON ATTRIBUTES OF THE DATA
United States	Issued	1/5/2018	15/862,889	5/21/2019	10298648	Managing a Distributed System Processing a Publisher's Streaming Data
United States	Issued	1/12/2018	15/870,186	1/22/2019	10187790	Privacy Centric Feature Analysis for Mobile Devices
United States	Issued	2/2/2018	15/887,126	7/17/2018	10028095	QUANTIFYING MOBILITY OF MOBILE DEVICES VIA A PRIVACY PRESERVING MOBILITY METRIC
United States	Issued	2/2/2018	15/887,614	6/2/2020	10671644	Adaptive Column Set Composition
United States	Issued	8/30/2019	16/557,956	2/8/2022	11244008	ACCELERATED OPERATIONS ON COMPRESSED DATA STORES
United States	Issued	4/22/2018	15/959,267	2/5/2019	10200413	SELECTIVE REGULATION OF INFORMATION TRANSMISSION FROM MOBILE APPLICATIONS TO THIRD-PARTY PRIVACY



						COMPLIANT TARGET SYSTEMS
United States	Issued	5/9/2018	15/974,912	10/20/2020	10810632	ADAPTIVE BIDDING FOR NETWORKED ADVERTISING
United States	Issued	6/7/2018	16/002,436	9/15/2020	10776815	Predicting Advertisement Impact for Campaign Selection
United States	Issued	6/13/2018	16/007,706	12/31/2019	10521301	Managing Distributed System Performance Using Accelerated Data Retrieval Operations
United States	Issued	6/15/2018	16/009,580	1/8/2019	10178505	QUANTIFYING MOBILITY OF MOBILE DEVICES VIA A PRIVACY PRESERVING MOBILITY METRIC
United States	Issued	6/22/2018	16/015,510	10/8/2019	10440061	Preserving Privacy Related to Networked Media Consumption Activities
United States	Issued	6/27/2018	16/020,325	5/18/2021	11010786	PREDICTING ADVERTISEMENT IMPACT FOR AUDIENCE SELECTION
United States	Issued	8/3/2018	16/054,939	10/20/2020	10810081	MANAGING DISTRIBUTED SYSTEM PERFORMANCE USING

						ACCELERATED DATA RETRIEVAL OPERATIONS
United States	Issued	1/7/2019	16/241,807	6/23/2020	10694326	QUANTIFYING MOBILITY OF MOBILE DEVICES VIA A PRIVACY PRESERVING MOBILITY METRIC
United States	Issued	1/18/2019	16/252,451	12/10/2019	10506427	Privacy Centric Feature Analysis for Mobile Devices
United States	Issued	2/4/2019	16/267,306	2/25/2020	10574704	SELECTIVE REGULATION OF INFORMATION TRANSMISSION FROM MOBILE APPLICATIONS TO THIRD-PARTY PRIVACY COMPLIANT TARGET SYSTEMS
United States	Issued	5/20/2019	16/416,828	3/16/2021	10951677	Managing a Distributed System Processing a Publisher's Streaming Data
United States	Issued	6/14/2019	16/441,467	3/9/2021	10943254	Automatic Performance-Triggered Feature Discovery
United States	Issued	8/22/2019	16/548,603	8/3/2021	11080467	Visual Tag Builder
United States	Issued	9/27/2019	16/585,788	5/24/2022	11341535	Conversion Timing Prediction for Networked Advertising

United States	Issued	10/4/2019	16/593,666	3/2/2021	10938860	Preserving Privacy Related to Networked Media Consumption Activities
United States	Issued	11/15/2019	16/685,723	5/11/2021	11004112	Automatic Performance-Triggered Campaign Adjustment
United States	Issued	11/25/2019	16/694,782	11/23/2021	11182376	Identifying Variance in Distributed Systems
United States	Issued	12/6/2019	16/706,305	2/2/2021	10911947	Privacy Centric Feature Analysis for Mobile Devices
United States	Issued	12/20/2019	16/723,190	8/17/2021	11093328	Managing Distributed System Performance Using Accelerated Data Retrieval Operations
United States	Issued	12/9/2019	16/707,254	10/12/2021	11144951	Campaigns Responsive to Keyword Trends
United States	Issued	4/13/2020	16/847,108	7/26/2022	11397966	Slow Network Detection and Response
United States	Issued	1/31/2020	16/778,221	12/14/2021	11200601	Privacy-Safe Frequency Distribution of Geo-Features for Mobile Devices
United States	Issued	2/24/2020	16/798,781	10/26/2021	11159573	Selective Regulation of Information Transmission from Mobile Applications to Third-Party Privacy Compliant Target Systems

United States	Issued	6/22/2020	16/907,718	4/20/2021	10986464	QUANTIFYING MOBILITY OF MOBILE DEVICES VIA A PRIVACY PRESERVING MOBILITY METRIC
United States	Issued	8/17/2020	16/995,169	3/8/2022	11270336	Control System Based on Viewable Attention
United States	Issued	7/31/2021	17/390,902	7/5/2022	11379652	Visual Tag Builder
United States	Issued	2/1/2021	17/164,431	8/23/2022	11425558	Privacy Centric Feature Analysis for Mobile Devices
United States	Issued	4/19/2021	17/234,446	6/14/2022	11363408	QUANTIFYING MOBILITY OF MOBILE DEVICES VIA A PRIVACY PRESERVING MOBILITY METRIC
United States	Issued	8/31/2020	17/007,498	11/8/2022	11494456	Balancing On-site Engagement
United States	Issued	2/11/2019	16/272,981	11/1/2022	11488057	Using Proxy Behaviors for Audience Selection
United States	Issued	10/31/2019	16/670,885	9/20/2022	11449897	Protected Audience Selection

Pending Patents

Country	Status	Filing Date	Application Number	Issue Date	Patent Number	Title
United States	Pending	3/29/2019	16/370,624			Consumption History Privacy
United States	Pending	5/29/2020	16/887,868			Incremental Model Training for Advertisement Targeting Using Streaming Data
United States	Pending	8/7/2020	16/987,755			Automated Persona Feature Selection
United States	Pending	9/14/2020	17/019,967			Predicting Advertisement Impact for Campaign Selection
United States	Pending	10/19/2020	17/073,604			Adaptive Bidding for Networked Advertising
United States	Pending	4/28/2021	17/243,462			CONTEXTUAL CONTENT OPTIMIZATION
United States	Pending	5/17/2021	17/322,010			Predicting Advertisement Impact for Audience Selection
United States	Pending	7/14/2021	17/376,040			Consent System

United States	Pending	8/8/2021	17/396,732			Advertising Delivery Control System
United States	Pending	9/7/2021	17/467,701			Interactive Videoconferencing System
United States	Pending	10/11/2021	17/498,173			Campaigns Responsive to Keyword Trends
United States	Pending	2/2/2022	63/305,964			Time-Secret Encoded Encryption
United States	Pending	12/13/2021	17/549,668			Privacy-Safe Frequency Distribution of Geo-Features for Mobile Devices
United States	Pending	2/4/2022	17/665,051			Accelerated Operations on Compressed Data Stores
United States	Pending	3/7/2022	17/688,203			Control System Based on Viewable Attention
United States	Pending	5/23/2022	17/751,046			Conversion Timing Prediction for Networked Advertising
United States	Pending	7/4/2022	17/857,142			Visual Tag Builder

United States	Pending	7/25/2022	17/872,896			Slow Network Detection and Response
United States	Pending	10/14/2022	17/966,408			Consumption Privacy History
United States	Pending	9/19/2022	17/947,721			Protected Audience Selection
United States	Pending	10/11/2022	17/963,688			Consent Management Validation System
United States	Pending	11/7/2022	17/981,520			Balancing On-site Engagement

EXHIBIT C

Registered Trademarks

Country	Status	Filing Date	Application Num	Registration Num	Registration Date	Title
United States	Registered	3/4/2021	90559887	6710476	4/26/2022	ARA
EU	Registered		18276114			DO MARKETING, NOT MARTECH
United Kingdom	Registered		UK00918276114			DO MARKETING, NOT MARTECH
EU	Registered		18276112			DON'T DO MARTECH, DO MARKETING
United Kingdom	Registered		UK00918276112			DON'T DO MARTECH, DO MARKETING
United States	Registered	6/22/2007	77213041	3609379	4/21/2009	GET QUANTIFIED
EU	Registered		12297693			KNOW AHEAD. ACT BEFORE.
United Kingdom	Registered		UK00912297693			KNOW AHEAD. ACT BEFORE.
EU	Registered		18311154			PERMISIO



United Kingdom	Registered		3540040			PERMISIO
EU	Registered		18315823			PERMISIO (and design)
United Kingdom	Registered		3540142			PERMISIO (and design)
EU	Registered		14750798			Q Logo
Norway	Registered		201513558			Q Logo
South Africa	Registered		201531245			Q Logo
South Africa	Registered		201531246			Q Logo
South Africa	Registered		201531244			Q Logo
United Kingdom	Registered		UK00914750798			Q Logo
Israel	Registered		279530			Q Logo
Canada	Registered		1752932			Q Logo
Singapore	Registered		40201519124W			Q Logo
Australia	Registered		1731538			Q Logo (outline)
Japan	Registered		2015105609			Q Logo (outline)
Mexico	Registered		1675331			Q Logo (outline)
Mexico	Registered		1675332			Q Logo (outline)
Mexico	Registered		1675330			Q Logo (outline)

New Zealand	Registered		1030731			Q Logo (outline)
China	Registered		18288385			Q Logo (outline)
China	Registered		18288384			Q Logo (outline)
China	Registered		18288386			Q Logo (outline)
Switzerland	Registered		641402015			Q Logo (outline)
Russian Federation	Registered		2015736917			Q Logo (outline)
Hong Kong	Registered		303583125			Q Logo (series)
United States	Registered	8/4/2008	77538149	3675378	9/1/2009	QUANTCAST
United States	Registered	8/4/2008	77538143	3675377	9/1/2009	QUANTCAST
Japan	Registered		2008066347			QUANTCAST
China	Registered		6896880			QUANTCAST
China	Registered		6896879			QUANTCAST
China	Registered		6896881			QUANTCAST
EU	Registered		7157291			QUANTCAST
United Kingdom	Registered		UK00907157291			QUANTCAST
Australia	Registered		1608147			QUANTCAST

New Zealand	Registered		993714			QUANT CAST
Singapore	Registered		T1403226E			QUANT CAST
Switzerland	Registered		526652014			QUANT CAST
Hong Kong	Registered		302915307			QUANT CAST
Norway	Registered		201402706			QUANT CAST
Canada	Registered		1669862			QUANT CAST
United States	Registered	4/17/2014	86255054	4641137	11/18/2014	QUANT CAST
Mexico	Registered		1478517			QUANT CAST
Russian Federation	Registered		2014713599			QUANT CAST
Brazil	Registered		907606431			QUANT CAST
China	Registered		13111864			QUANT CAST (stylized)
Japan	Registered		201364943			QUANT CAST (stylized)
EU	Registered		12084489			QUANT CAST (stylized)
United Kingdom	Registered		UK00912084489			QUANT CAST (stylized)
China	Registered		13126352			QUANT CAST

						(stylized )
United States	Registered	4/19/2019	88393809	6081376	6/16/2020	QUANTCAST CHOICE
EU	Registered		18055097			QUANTCAST CHOICE
United Kingdom	Registered		UK00918055097			QUANTCAST CHOICE
Australia	Registered		2043998			QUANTCAST CHOICE
Australia	Registered		1759850			SEARCH POWERED AUDIENCES
EU	Registered		15240229			SEARCH POWERED AUDIENCES
United Kingdom	Registered		UK00915240229			SEARCH POWERED AUDIENCES
Canada	Registered		1773404			SEARCH POWERED AUDIENCES
Singapore	Registered		402021188741U			ARA

United Kingdom	Registered		UK00003678408			ARA
Japan	Registered		202199242			ARA

Pending Trademarks

Country	Status	Filing Date	Application Num	Registration Num	Registration Date	Title
Canada	Pending	8/5/2021	2125539			ARA
Australia	Pending	8/6/2021	2200540			ARA
China	Pending	8/6/2021	58279596			ARA
EU	Pending	8/6/2021	18528876			ARA
Republic of Korea	Pending	9/2/2021	4.02021E+12			ARA
United States	Pending	5/16/2022	97413083			Brand Lift Live by Quantcast
United States	Pending	9/16/2020	90186391			PERMISSION

United States	Pending	9/28/2020	90218305			PERMISIO (and design)
United States	Pending	2/21/2020	88806551			QUANTCAST ACTIVATE

Unregistered Trademarks

Quantcast Measure

Quantcast Advertise

Q for Marketers

QFM

Q for Publishers

QFP

Quantcast Quantified (logo)

Quantified

Quantified Publisher

Quantified Media

Mass Inference