

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM779813

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Direct Digital Holdings, LLC		01/09/2023	Limited Liability Company: TEXAS
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: 8			
Property Type	Number	Word Mark	
Registration Number:	6779034	COLOSSUS SSP	
Registration Number:	5293106	DIGITAL GAP ANALYSIS	
Registration Number:	5439964	DIGITAL STRATEGY PLAYBOOK	
Registration Number:	4739565	ORANGE 142	
Registration Number:	2629853	USDM.NET	
Serial Number:	97625684	HUDDLED MASSES	
Serial Number:	97625681	HUDDLED MASSES	
Serial Number:	87169255	XELLERANT	
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:	(619) 699-2708		
Email:	christian.cruz@us.dlapiper.com		
Correspondent Name:	DLA Piper LLP (US)		
Address Line 1:	401 B Street		
Address Line 2:	Suite 1700		
Address Line 4:	San Diego, CALIFORNIA 92101		
NAME OF SUBMITTER:	Matt Schwartz		

CH \$215.00 6779034

SIGNATURE:	/s/ Matt Schwartz
DATE SIGNED:	01/11/2023
Total Attachments: 7 source=SVB_-_Direct_Digital_-_Intellectual_Property_Security_Agreement_-_Direct_Digital_Holdings,_LLC_(1.20#page source=SVB_-_Direct_Digital_-_Intellectual_Property_Security_Agreement_-_Direct_Digital_Holdings,_LLC_(1.20#page source=SVB_-_Direct_Digital_-_Intellectual_Property_Security_Agreement_-_Direct_Digital_Holdings,_LLC_(1.20#page source=SVB_-_Direct_Digital_-_Intellectual_Property_Security_Agreement_-_Direct_Digital_Holdings,_LLC_(1.20#page source=SVB_-_Direct_Digital_-_Intellectual_Property_Security_Agreement_-_Direct_Digital_Holdings,_LLC_(1.20#page source=SVB_-_Direct_Digital_-_Intellectual_Property_Security_Agreement_-_Direct_Digital_Holdings,_LLC_(1.20#page source=SVB_-_Direct_Digital_-_Intellectual_Property_Security_Agreement_-_Direct_Digital_Holdings,_LLC_(1.20#page	

INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement (“Agreement”) is entered into as of January 9, 2023 by and between SILICON VALLEY BANK, a California corporation (“Bank”), and DIRECT DIGITAL HOLDINGS, LLC, a Texas limited liability company (“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 January 9, 2023 (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 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 (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, 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 of 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 (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 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).

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:

Address:

1177 West Loop South, Suite #1310
Houston, TX 77027
Attn: Mark Walker, Chief Executive Officer

DIRECT DIGITAL HOLDINGS, LLC

DocuSigned by:
By: Keith Wayne Smith
D2C6E1711C7C4A5...
Name: Keith Wayne Smith

Title: President

BANK:

Address:

504 Lavaca Street, Suite 1100
Austin, TX 78701
Attn: Janan Ghaddar, Vice President

SILICON VALLEY BANK

DocuSigned by:
By: Janan Ghaddar
13D38F0690F3448...
Name: Janan Ghaddar

Title: Vice President

[Signature Page to Intellectual Property Security Agreement]

EXHIBIT A

Copyrights

None.

EXHIBIT B

Patents

None.

EXHIBIT C

Trademarks

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
COLOSSUS SSP service mark	6779034	July 5, 2022
DIGITAL GAP ANALYSIS service mark	5293106	September 19, 2017
DIGITAL STRATEGY PLAYBOOK service mark	5439964	April 3, 2018
HUDDLED MASSES & Design service mark	97625684	October 10, 2022
HUDDLED MASSES service mark	97625681	October 10, 2022
XELLERANT service mark	87169255	December 3, 2019
ORANGE 142	4739565	May 19, 2015
USDM.NET	2629853	October 8, 2002

EXHIBIT D

Mask Works

None.