

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM811142

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
HERCULES CAPITAL, INC.		05/17/2023	Corporation: MARYLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	NEXTROLL, INC. (f/k/a ADROLL, INC.)		
<b>Street Address:</b>	201 California Street		
<b>Internal Address:</b>	Suite 500		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94111		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 17</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	90062405	ACCOUNTABLE MARKETING COLLECTIVE	
<b>Serial Number:</b>	85242501	ADROLL	
<b>Serial Number:</b>	86035786	ADROLL	
<b>Serial Number:</b>	90244635	AGENCY AMPLIFIER	
<b>Serial Number:</b>	86592105	BIDIQ	
<b>Serial Number:</b>	88294126		
<b>Serial Number:</b>	88806097		
<b>Serial Number:</b>	88674550	GROWTH GUERILLA	
<b>Serial Number:</b>	88674558	GROWTH GUERILLA COLLECTIVE	
<b>Serial Number:</b>	86768031	INTENTMAP	
<b>Serial Number:</b>	90660732		
<b>Serial Number:</b>	87731089	NEXTROLL	
<b>Serial Number:</b>	85875413		
<b>Serial Number:</b>	87811678		
<b>Serial Number:</b>	86708328	ROLLWORKS	
<b>Serial Number:</b>	87811669		
<b>Serial Number:</b>	87811675		

OP \$440.00 90062405

**CORRESPONDENCE DATA****Fax Number:** 7043311159*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:** 704-331-1000**Email:** jansnider@mvalaw.com, vangambrell@mvalaw.com**Correspondent Name:** MOORE & VAN ALLEN PLLC**Address Line 1:** 100 NORTH TRYON STREET, SUITE 4700**Address Line 2:** ATTN: IP DEPARTMENT**Address Line 4:** CHARLOTTE, NORTH CAROLINA 28202

<b>ATTORNEY DOCKET NUMBER:</b>	041641.000021
<b>NAME OF SUBMITTER:</b>	James Van Cleave Gambrell
<b>SIGNATURE:</b>	/James Van Cleave Gambrell/
<b>DATE SIGNED:</b>	05/17/2023

**Total Attachments: 3**

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**RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT**

This **RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT** (this “Release”) is dated as of May 17, 2023 by HERCULES CAPITAL, INC., a Maryland corporation, in its capacity as agent for the Secured Parties (the “Agent”), in favor of NEXTROLL, INC. (formerly known as ADROLL, INC.), a Delaware corporation (the “Grantor”). All capitalized terms used but not otherwise defined herein have the meanings given to them in the Loan Agreement (as defined below) or the Intellectual Property Security Agreement (as defined below).

**WHEREAS**, the Grantor and the Agent entered into that certain Loan and Security Agreement, dated as of May 31, 2019 (the “Loan Agreement”), pursuant to which Grantor executed and delivered to the Agent that certain Intellectual Property Security Agreement, dated as of May 31, 2019 (the “Intellectual Property Security Agreement”), for recordation with the United States Patent and Trademark Office;

**WHEREAS**, the Intellectual Property Security Agreement was recorded with the United States Patent and Trademark Office on May 31, 2019 at Reel/Frame 6658/0854 and Reel/Frame 049339-0839, July 19, 2022 at Reel/Frame 7794/0856, and recorded with the U.S. Copyright Office on June 4, 2019 at Document Number V9970D674;

**WHEREAS**, pursuant to the terms and conditions of the Loan Agreement and the Intellectual Property Security Agreement, the Grantor granted to the Agent, on behalf of and for the ratable benefit of the Secured Parties, a security interest (the “Security Interest”) in the following (the “Released Collateral”): all of the Grantor’s right, title and interest in, to and under the Intellectual Property Collateral (as defined in the Intellectual Property Security Agreement), including without limitation those Copyrights, Patents and Trademarks set forth on Schedule 1; and

**WHEREAS**, pursuant to the payoff letter dated May 10, 2023, the Agent desires to terminate and release the Security Interest in the Released Collateral.

**NOW, THEREFORE**, for and in consideration of the foregoing, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Agent on behalf of the Secured Parties, hereby terminates, releases and forever discharges the Intellectual Property Security Agreement and the Security Interest in the Released Collateral, and retransfers and reassigns to each Grantor any right, title or interest the Agent may have in, to or under such Grantor’s Released Collateral.

[Signature Page to Follow]

**IN WITNESS WHEREOF**, the Agent has caused this Release to be executed by its duly authorized signatory effective as of the date first above written.

**HERCULES CAPITAL, INC., AS AGENT**

DocuSigned by:

*Zhuo Huang*

By: \_\_\_\_\_  
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Name: Zhuo Huang

Title: Associate General Counsel

*[Signature Page to Release of IPSA]*





**Schedule 1 to RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT****COPYRIGHTS**

Copyright Number	Copyright Title	Date	Owner
TX0007889723	The Retargeting Playbook.	2014	NextRoll , Inc. (f/k/a AdRoll, Inc.)

**PATENTS**

Title	Application No.	Patent No.	Filing Date
System, devices and methods for identifying mobile devices and other computer devices	62/543,702		8/10/2017
System, devices and methods for identifying mobile devices and other computer devices	62/590,078		11/22/2017
System, devices and methods for identifying mobile devices and other computer devices	16/101,279	11,232,488	8/10/2018
System, devices and methods for identifying mobile devices and other computer devices	17/583,932		1/25/2022
System, Devices and Methods for Identifying Mobile Devices and Other Computer Devices	62/198,943		11/23/2018
Identification services for internet-enabled devices	62/614,097		1/5/2018
Identification services for internet-enabled devices	16/224,526	11,196,705	12/18/2018

**TRADEMARKS**

Trademark	Filing Date	Application No.	Registration Date	Registration No.
ACCOUNTABLE MARKETING COLLECTIVE	Jul 20, 2020	90062405	Sep 6, 2022	6841099
ADROLL	Feb 15, 2011	85242501	Sep 13, 2011	4025846
ADROLL	Aug 12, 2013	86035786	Aug 19, 2014	4587362
AGENCY AMPLIFIER	Oct 9, 2020	90244635		
BIDIQ	Apr 9, 2015	86592105	May 24, 2016	4966101
Double Roll Logo	Feb 8, 2019	88294126	Dec 17, 2019	5939957
GGC Logo 	Feb 21, 2020	88806097	Sep 1, 2020	6141642
GROWTH GUERILLA	Oct 30, 2019	88674550	Sep 28, 2021	6503009
GROWTH GUERILLA COLLECTIVE	Oct 30, 2019	88674558	Aug 17, 2021	6456523
INTENTMAP	Sep 24, 2015	86768031	Dec 20, 2016	5106197
New Rollworks Logo 	Apr 21, 2021	90660732	Feb 7, 2023	6975426
NEXTROLL	Dec 21, 2017	87731089	Nov 19, 2019	5915469
Roll Design	Mar 13, 2013	85875413	Oct 22, 2013	4421461
Roll Design (New)	Feb 26, 2018	87811678	May 28, 2019	5764808
ROLLWORKS	Jul 29, 2015	86708328	May 29, 2018	5481400
Rollworks Logo (Black & White) 	Feb 26, 2018	87811669	Oct 9, 2018	5582398
Rollworks Logo (Color) 	Feb 26, 2018	87811675	Oct 9, 2018	5582399

**TRADEMARK****RECORDED: 05/17/2023****REEL: 008075 FRAME: 0495**