

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM818822

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
First-Citizen Bank & Trust Company		06/20/2023	Corporation:
RECEIVING PARTY DATA			
Name:	Direct Digital Holdings, LLC		
Street Address:	1177 West Loop South		
Internal Address:	Suite 1310		
City:	Houston		
State/Country:	TEXAS		
Postal Code:	77027		
Entity Type:	Limited Liability Company: TEXAS		
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	
Serial Number:	97625684	HUDDLED MASSES	
Serial Number:	97625681	HUDDLED MASSES	
Serial Number:	87169255	XELLERANT	
Registration Number:	4739565	ORANGE 142	
Registration Number:	2629853	USDM.NET	
CORRESPONDENCE DATA			
Fax Number:	4693723889		
<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:	2149326439		
Email:	dwithers@mcguirewoods.com		
Correspondent Name:	Daniel Withers		
Address Line 1:	2000 McKinney Ave		
Address Line 2:	#1400		
Address Line 4:	Dallas, TEXAS 75201		

OP \$215.00 6779034

NAME OF SUBMITTER:	Daniel Withers
SIGNATURE:	/Daniel Withers/
DATE SIGNED:	06/21/2023
Total Attachments: 3 source=DDH_SVB Trademark Release EXECUTED#page1.tif source=DDH_SVB Trademark Release EXECUTED#page2.tif source=DDH_SVB Trademark Release EXECUTED#page3.tif	

**TERMINATION AND RELEASE OF
GRANT OF SECURITY INTEREST IN UNITED STATES TRADEMARKS**

This **TERMINATION AND RELEASE OF GRANT OF SECURITY INTEREST IN UNITED STATES TRADEMARKS** (this "Release Agreement"), dated as of June 20, 2023, is made by **FIRST-CITIZEN BANK & TRUST COMPANY**, as successor to **SILICON VALLEY BANK**, a California corporation ("Grantee") in favor of **DIRECT DIGITAL HOLDINGS, LLC**, a Texas limited liability company ("Grantor").

WHEREAS, Grantor and Grantee are parties to that certain Loan and Security Agreement dated as of January 9, 2023 in which the Grantor delivered to the Grantee that certain Intellectual Property Security Agreement (the "Security Agreement") whereby the Grantor granted the Grantee a security interest in certain trademarks of the Grantor, including the trademarks and trademark applications listed on Schedule A attached hereto (the "Secured Trademarks") for recordation with the United States Patent and Trademark Office (the "USPTO"); and

WHEREAS, the Security Agreement was recorded with the United States Patent and Trademark Office on January 11, 2023 at Reel 7962 / Frame 0076; and

WHEREAS, the obligations secured by said security interest have been paid in full or otherwise satisfied; and

WHEREAS, the Grantee has agreed to terminate and release its security interest and all of its right, title and interest in each of the Secured Trademarks, as herein provided.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantee hereby agrees as follows:

1. **Release and Assignment**. The Grantee hereby discharges, terminates and releases its security interest in all of the Secured Trademarks, and the Grantee hereby assigns and transfers to the Grantors, without recourse, all of the Grantee's right, title and interest in and to each of the Secured Trademarks and the related registrations and goodwill, effective as of the date set forth above.
2. **Further Assurances**. The Grantee hereby agrees to execute, acknowledge and deliver all such further instruments and to take all such further actions as may be reasonably requested or are required in order to more fully and effectively carry out the purposes of this Release Agreement at the Grantors' sole cost and expense.

[Signature Page Follows]

IN WITNESS WHEREOF, the Grantee has executed this Termination and Release of Grant of Security Interest in United States Trademarks as of the date written above.

FIRST-CITIZEN BANK & TRUST COMPANY

By: Jalmariah C. Martin
Name: Jalmariah Martin
Title: Vice President

SECURED TRADEMARKS

Debtor	Trademark	Registration No.	Serial Number
Direct Digital Holdings, LLC	COLOSSUS SSP service mark	6779034	-
Direct Digital Holdings, LLC	DIGITAL GAP ANALYSIS service mark	5293106	-
Direct Digital Holdings, LLC	DIGITAL STRATEGY PLAYBOOK service mark	5439964	-
Direct Digital Holdings, LLC	HUDDLED MASSES & Design service mark	-	97625684
Direct Digital Holdings, LLC	HUDDLED MASSES service mark	-	97625681
Direct Digital Holdings, LLC	XELLERANT service mark	-	87169255
Direct Digital Holdings, LLC	ORANGE 142	4739565	-
Direct Digital Holdings, LLC	USDM.NET	2629853	-