

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM830051

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release of Intellectual Property Security Interest at Reel/Frame No. 7564/0902		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hercules Capital, Inc., as Agent		08/07/2023	Corporation: MARYLAND
RECEIVING PARTY DATA			
Name:	VideoAmp, Inc.		
Street Address:	2229 S. Carmelina Ave.		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	6456531	POWERED BY THE VIDEOAMP PLATFORM	
Serial Number:	88932621	DATAAMP	
Serial Number:	88676631	POWERED BY VIDEOAMP	
Registration Number:	6262747		
Registration Number:	6262746	VIDEOAMP	
Registration Number:	6262745	VIDEOAMP	
Registration Number:	5373709		
Registration Number:	5117572	XC LOGIC	
Registration Number:	4886527	CONVERSION LOGIC	
CORRESPONDENCE DATA			
Fax Number:	2138918763		
<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>			
Email:	rhonda.deleon@lw.com		
Correspondent Name:	LATHAM & WATKINS LLP		
Address Line 1:	355 SOUTH GRAND AVENUE		
Address Line 4:	LOS ANGELES, CALIFORNIA 90071-1560		
ATTORNEY DOCKET NUMBER:	069411-0002		

OP \$240.00 6456531

NAME OF SUBMITTER:	Rhonda DeLeon
SIGNATURE:	/RHONDA DELEON/
DATE SIGNED:	08/07/2023
Total Attachments: 11 source=Hercules - VideoAmp - IP Security Interest Release (08.2023)#page1.tif source=Hercules - VideoAmp - IP Security Interest Release (08.2023)#page2.tif source=Hercules - VideoAmp - IP Security Interest Release (08.2023)#page3.tif source=Hercules - VideoAmp - IP Security Interest Release (08.2023)#page4.tif source=Hercules - VideoAmp - IP Security Interest Release (08.2023)#page5.tif source=Hercules - VideoAmp - IP Security Interest Release (08.2023)#page6.tif source=Hercules - VideoAmp - IP Security Interest Release (08.2023)#page7.tif source=Hercules - VideoAmp - IP Security Interest Release (08.2023)#page8.tif source=Hercules - VideoAmp - IP Security Interest Release (08.2023)#page9.tif source=Hercules - VideoAmp - IP Security Interest Release (08.2023)#page10.tif source=Hercules - VideoAmp - IP Security Interest Release (08.2023)#page11.tif	

RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST

THIS RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST (this "Release") is made and effective as of August 7, 2023 and granted by HERCULES CAPITAL, INC., a Maryland corporation ("Agent"), in favor of VIDEOAMP, INC., a Delaware corporation ("Grantor").

WHEREAS, pursuant to that certain Loan and Security Agreement dated as of January 21, 2022 (the "Loan Agreement") among Grantor, each of Grantor's Subsidiaries party thereto, Agent and the Lenders party thereto, Grantor executed and delivered to the that certain Intellectual Property Security Agreement by and between Grantor and Agent dated as of January 21, 2022 (the "IP Security Agreement"). All capitalized terms used herein without definition shall have the meanings ascribed thereto in the Loan Agreement.

WHEREAS, pursuant to the terms and conditions of the IP Security Agreement, Grantor granted to Agent a continuing security interest in, to and under all of Grantor's right, title and interest in all of the Intellectual Property (including without limitation those Patents and Trademarks listed on Exhibits A and B, respectively, attached hereto).

WHEREAS, Grantor has paid in full all of the Secured Obligations.

WHEREAS, the IP Security Agreement was recorded with the United States Patent and Trademark Office (the "USPTO") on January 21, 2022 at Reel/Frame: 058722/0917 with respect to the Patents, and at Reel/Frame: 07564/0902 with respect to Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Agent hereby terminates the IP Security Agreement, and hereby terminates, cancels and releases any and all security interests it has against the Intellectual Property Collateral (as defined in the IP Security Agreement) and hereby reassigns and retransfers to Grantor any and all right, title or interest Agent may have in, to, or under such Intellectual Property Collateral, including, without limitation, such Patents listed on Exhibit A hereto and Trademarks listed on Exhibit B hereto.

Agent agrees, at Grantor's expense, to take all further actions, and provide to Grantor and its successors, assigns and legal representatives all such cooperation and assistance, including, without limitation, the execution and delivery of any and all further documents or other instruments, as Grantor and its successors, assigns and legal representatives may reasonably request in order to confirm, effectuate or record this Release.

This Agreement shall be governed by and construed and enforced in accordance with, the laws of the State of California, excluding conflict of laws principles that would cause the application of laws of any other jurisdiction.

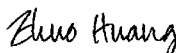
Agent hereby authorizes Grantor to record this Release with the USPTO and/or any other relevant agency throughout the world, as applicable.

[Signature Page Follows]

IN WITNESS WHEREOF, Agent has caused this Release to be executed as of the date of signature.

HERCULES CAPITAL, INC., as Agent on behalf of all Lenders

DocuSigned by:



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Name: Zhuo Huang

Title: Associate General Counsel

[Signature Page to IP Release]

Exhibit A
PATENTS

Owner	Patent Application Title	Application Number	Filed Date	Patent No.	Grant Date	Country
VideoAmp, Inc.	SEQUENTIAL DELIVERY OF ADVERTISING CONTENT ACROSS MEDIA DEVICES	15/219,264	2016-07-25	9,980,011	2018-05-22	United States of America
VideoAmp, Inc.	SEQUENTIAL DELIVERY OF ADVERTISING CONTENT ACROSS MEDIA DEVICES	15/985,639	2018-05-21	Pending	N/A	United States of America
VideoAmp, Inc.	CROSS-SCREEN MEASUREMENT ACCURACY IN ADVERTISING PERFORMANCE	16831222.1	2016-07-25	Pending	N/A	European Patent
VideoAmp, Inc.	CROSS-SCREEN MEASUREMENT ACCURACY IN ADVERTISING PERFORMANCE	15/219,268	2016-07-25	10,555,050	2020-02-04	United States of America

Owner	Patent Application Title	Application Number	Filed Date	Patent No.	Grant Date	Country
VideoAmp, Inc.	TARGETING TV ADVERTISING SLOTS BASED ON CONSUMER ONLINE BEHAVIOR	201680055868.9	2016-07-25	Pending	N/A	China
VideoAmp, Inc.	TARGETING TV ADVERTISING SLOTS BASED ON CONSUMER ONLINE BEHAVIOR	15/219,259	2016-07-25	10,085,073	2018-09-25	United States of America
VideoAmp, Inc.	TARGETING TV ADVERTISING SLOTS BASED ON CONSUMER ONLINE BEHAVIOR	16/120,149	2018-08-31	Pending	N/A	United States of America
VideoAmp, Inc.	YIELD OPTIMIZATION OF CROSS-SCREEN ADVERTISING PLACEMENT	201780016959.6	2017-01-13	Pending	N/A	China

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Owner	Patent Application Title	Application Number	Filed Date	Patent No.	Grant Date	Country
VideoAmp, Inc.	YIELD OPTIMIZATION OF CROSS-SCREEN ADVERTISING PLACEMENT	17739108.3	2017-01-13	Pending	N/A	European Patent
VideoAmp, Inc.	CROSS-SCREEN OPTIMIZATION OF ADVERTISING PLACEMENT	15/219,262	2016-07-25	9,980,010	2018-05-22	United States of America
VideoAmp, Inc.	YIELD OPTIMIZATION OF CROSS-SCREEN ADVERTISING PLACEMENT	15/406,647	2017-01-13	10,812,870	2020-10-20	United States of America
VideoAmp, Inc.	CROSS-SCREEN OPTIMIZATION OF ADVERTISING PLACEMENT	15/985,634	2018-05-21	10,667,020	2020-05-26	United States of America

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Owner	Patent Application Title	Application Number	Filed Date	Patent No.	Grant Date	Country
VideoAmp, Inc.	PROGRAMMATIC TV ADVERTISING PLACEMENT USING CROSS-SCREEN CONSUMER DATA	15/421,243	2017-01-31	10,136,174	2018-11-20	United States of America
VideoAmp, Inc.	PROGRAMMATIC TV ADVERTISING PLACEMENT USING CROSSSCREEN CONSUMER DATA	16/190,056	2018-11-13	Pending	N/A	United States of America
VideoAmp, Inc.	CROSS-SCREEN OPTIMIZATION OF ADVERTISING PLACEMENT	16/883,935	2020-05-26	Pending	N/A	United States of America
VideoAmp, Inc.	ELECTRONIC MULTI-TENANT DATA MANAGEMENT SYSTEM	16/742,721	2020-01-14	Pending	N/A	United States of America

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Owner	Patent Application Title	Application Number	Filed Date	Patent No.	Grant Date	Country
VideoAmp, Inc.	CROSS-SCREEN MEASUREMENT ACCURACY IN ADVERTISING PERFORMANCE	16/782,006	2020-02-04	Pending	N/A	United States of America
VideoAmp, Inc.	CROSS-SCREEN MEASUREMENT ACCURACY IN ADVERTISING PERFORMANCE	18115408.4	2016-07-25	1256462	N/A	Hong Kong
VideoAmp, Inc.	CROSS-SCREEN OPTIMIZATION OF ADVERTISING PLACEMENT	201680055790	2016-07-26	Pending	July 9, 2021	China
VideoAmp, Inc.	YIELD OPTIMIZATION OF CROSS-SCREEN ADVERTISING PLACEMENT	17/075,639	2020-10-20	Pending	N/A	United States of America

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Owner	Patent Application Title	Application Number	Filed Date	Patent No.	Grant Date	Country
VideoAmp, Inc.	SEQUENTIAL DELIVERY OF ADVERTISING CONTENT ACROSS MEDIA DEVICES	18115407	2016-07-25	1256461		Hong Kong
VideoAmp, Inc.	STRATEGY FOR HIGH FREQUENCY, AUTONOMOUS SYNDICATION OF DATA RELATING TO MEDIA FOR THE PURPOSE OF INVENTORY SELECTION	202110700535X	2016-07-25			China
VideoAmp, Inc.	ELECTRONIC MULTI-TENANT DATA MANAGEMENT SYSTEM	PCT/US2021/013484	2021-01-14			International
VideoAmp, Inc.	DATA CLEAN ROOM	63/179,139	2021-04-23			United States of America
VideoAmp, Inc.	DATA CLEAN ROOM	17/383,333	July 22, 2021	Pending	N/A	United States of America

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Owner	Patent Application Title	Application Number	Filed Date	Patent No.	Grant Date	Country
VideoAmp, Inc.	DATA CLEAN ROOM	17/387,908	July 28, 2021	Pending	N/A	United States of America
VideoAmp, Inc.	DATA CLEAN ROOM	17/387,920	July 28, 2021	Pending	N/A	United States of America
VideoAmp, Inc.	YIELD OPTIMIZATION OF CROSS-SCREEN ADVERTISING PLACEMENT	PCT/US2017/013569	January 13, 2017		September 14, 2021	China

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Exhibit B
TRADEMARKS

Owner	Mark Name	Status	Application Number	Filed Date	Registration Number	Registration Date	Country
VideoAmp, Inc.	POWERED BY THE VIDEOAMP PLATFORM	Registered	88/676,635	1 November 2019	6456531	17 August 2021	United States
VideoAmp, Inc.	DATAAMP	Pending	88/932,621	26 May 2020	N/A	N/A	United States
VideoAmp, Inc.	POWERED BY VIDEOAMP	Pending	88/676,631	1 November 2019	N/A	N/A	United States
VideoAmp, Inc.	[DESIGN ONLY]	Registered	88/676,628	1 November 2019	6262747	2 February 2021	United States
VideoAmp, Inc.	VIDEOAMP	Registered	88/676,620	1 November 2019	6262746	2 February 2021	United States

VideoAmp, Inc.	VIDEOAMP	Registered	88/676,616	1 November 2019	6262745	2 February 2021	United States
VideoAmp, Inc.	[DESIGN ONLY]	Registered	87/446,593	11 May 2017	5373709	9 January 2018	United States
VideoAmp, Inc.	XCLLOGIC	Registered	86/898,180	4 February 2016	5117572	10 January 2017	United States
VideoAmp, Inc.	CONVERSION LOGIC	Registered	86/294,160	28 May 2014	4886527	12 January 2016	United States

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