

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM842402

<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>
Silicon Valley Bank, a Division of First-Citizens Bank & Trust Company		08/16/2023	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Kenshoo Ltd.		
<b>Street Address:</b>	6 Ha'Barzel Street		
<b>City:</b>	Tel Aviv		
<b>State/Country:</b>	ISRAEL		
<b>Entity Type:</b>	limited company: ISRAEL		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6605674	SKAI	
<b>Registration Number:</b>	4105945	KENSHOO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6175353800		
<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>			
<b>Phone:</b>	617-535-4000		
<b>Email:</b>	jgordon@mwe.com, kdelcoure@mwe.com, IPDocketBoston@mwe.com		
<b>Correspondent Name:</b>	Edward A. Gordon		
<b>Address Line 1:</b>	McDermott Will & Emery LLP		
<b>Address Line 2:</b>	200 Clarendon Street, Floor 58		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02116-5021		
<b>ATTORNEY DOCKET NUMBER:</b>	108284-0074		
<b>NAME OF SUBMITTER:</b>	Edward A. Gordon		
<b>SIGNATURE:</b>	/Edward A. Gordon/		
<b>DATE SIGNED:</b>	09/27/2023		
<b>Total Attachments: 8</b>			
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**NOTICE OF TERMINATION AND RELEASE OF  
INTELLECTUAL PROPERTY SECURITY AGREEMENT**

This NOTICE OF TERMINATION AND RELEASE ("Notice of Termination and Release") is dated August 16, 2023 and made by **SILICON VALLEY BANK, A DIVISION OF FIRST-CITIZENS BANK & TRUST COMPANY** (successor by purchase to the Federal Deposit Insurance Corporation as Receiver for Silicon Valley Bridge Bank, N.A. (as successor to Silicon Valley Bank)) ("Bank") and Kenshoo Ltd., an Israeli limited company with its principal place of business at 6 Ha'Barzel Street, Tel Avivi, Israel ("Grantor").

**WITNESSETH**

WHEREAS, Grantor and Bank entered into a Second Amended and Restated Security Agreement (the "Security Agreement") on August 9, 2021 relating to certain U.S. intellectual property (the "Intellectual Property") owned by Grantor;

WHEREAS, pursuant to the terms of the Security Agreement, Grantor granted the Bank a security interest in all of Grantor's right, title and interest in and to the Intellectual Property Collateral (as defined below), to secure the payment of all amounts owing by the Grantors under the Security Agreement;

WHEREAS, the Security Agreement was recorded with the United States Patent and Trademark Office on August 11, 2021, at Reel 7385 and Frame 0967 against the trademarks and Reel 057147 and Frame 0563 against the patents;

WHEREAS, the Grantor's obligations and liabilities have been paid in full, and the Bank agreed to terminate and release all security interests in and to the Intellectual Property Collateral;

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

SECTION 1. Definitions. Unless otherwise defined herein or the context otherwise requires, terms used in this Release have the meanings provided in the Security Agreement.

SECTION 2. Release of Security Interests. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Bank hereby assigns to, terminates and releases the Grantors from the security interests in and continuing lien on all of the Grantors' right, title and interest in, to and under, all security interests in all of Grantor's Intellectual Property described below (collectively, the "Intellectual Property Collateral"):

- (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 service 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.

SECTION 3. Release of the Security Agreement. This Notice of Termination and Release has been executed and delivered by the Bank for the purpose of releasing and recording the release

of the security interests of the Bank in the Intellectual Property Collateral in the United States Copyright Office, United States Patent and Trademark Office and worldwide.

IN WITNESS WHEREOF, the Lenders have caused this Release to be duly executed and delivered by its officer duly authorized as of the day and year first above written.

**BANK**

FIRST-CITIZENS BANK & TRUST COMPANY


By:   
Name: Hannah Heviger  
Title: Vice President

EXHIBIT A

Copyrights

None.

## EXHIBIT B

### Patents

#### Issued Patents

Patent	Patent Number	Grant Date
Identification of software robot activity	10380627	08/13/19
Computer Implemented system and method for enhancing keyword expansion	7974989	07/05/11
Universal resource locator watchdog	8407247	03/26/13
System, a method and a computer program product for performance assessment	8856130	10/07/14
System for finding website invitation cueing keywords and for attribute-based generation of invitation cueing instructions	9400844	07/26/16
Live database schema tree change	9779118	10/03/17

#### Pending Applications

Patent	Application No.	Filing Date
Method and system for identification of an online purchase without notification of making the purchase	12977373	12/23/10
Method for determining an enhanced value to keywords having sparse data	13032067	02/22/11
Method for efficiently allocating an advertising budget between web advertising entities	13198357	08/04/11
Tracking conversions of application software advertisements	13337336	12/27/11
Automatic positioning of elements in a computer-based document	13438855	04/04/12
Conversion attribution for earned media	13484317	05/31/12
System, Method and computer program product for attributing a value associated with a series of use interactions to individual interactions in the series	13598925	08/30/12
Location-based advertising for roving service providers	13633923	10/03/12
System, method and computer program product for prediction based on user interactions history	13692071	12/03/12
Identifying a non-obvious target audience for an advertising campaign	13913551	06/10/13
System, a method and a computer program product for optimally communicating based on user' historical interactions and performance data	14018669	09/05/13
Targeted advertising in social media networks	14036494	09/25/13
Method for efficiently allocating an advertising budget between web	14068108	10/31/13

Patent	Application No.	Filing Date
advertising entities		
Temporal budget optimization in online advertising	14155522	01/15/14
Trend detection in online advertising	14182161	02/17/14
Benchmarking in online advertising	14258295	04/22/14
Budget distribution in online advertising	14314151	06/25/14
System and method for online advertising	14314769	06/25/14
System, a method and a computer program product for performance assessment	14472898	08/29/14
Multiple-entity temporal budget optimization in online advertising	14551212	11/24/14
Classification of geographic performance data	14555758	11/28/14
Cross-Channel audience segmentation	14623738	02/17/15
Automatic positioning of elements in a computer-based document	14836928	08/26/15
Metric monitoring in social advertising	15138111	04/25/16
Attribution of values to user interactions in a sequence	15215376	07/20/16
System for finding website invitation cueing keywords and for attribute-based generation of invitation cueing instructions	15217883	07/22/16
Identification of software robot activity	16538049	08/12/19



EXHIBIT C

Trademarks

Trademark	Application No.	Filing Date	Registration No.	Registration Date
SKAI	90369384	12/09/20	6605674	1/04/2022
K NAVIGATOR	79282491	11/03/19	6358267	5/25/2021
K	79283149	11/26/19	6279569	3/02/2021
K-NAVIGATOR	79282379	11/03/19	6268902	2/16/2021
KENSHOO	79186088	11/08/15	5019958	8/16/2016
K	79152052	03/11/14	4718649	4/14/2015
KENSHOO	77761689	06/17/09	4105945	2/28/2012

EXHIBIT D

Mask Works

None.