

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM852423

<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>
ESCALATE CAPITAL PARTNERS SBIC III, LP		11/09/2023	Limited Partnership: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LIVEINTENT, INC.		
<b>Street Address:</b>	222 Broadway, Floor 22		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10038		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4319127	SAFERTB	
<b>Registration Number:</b>	4204017	LIVEINTENT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2136272579		
<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>	2134579864		
<b>Email:</b>	dkay@mcguirewoods.com		
<b>Correspondent Name:</b>	Don Kay		
<b>Address Line 1:</b>	355 S. Grand Avenue, Suite 4200		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90071		
<b>ATTORNEY DOCKET NUMBER:</b>	2067509-0012		
<b>NAME OF SUBMITTER:</b>	Don Kay		
<b>SIGNATURE:</b>	/Don Kay/		
<b>DATE SIGNED:</b>	11/09/2023		
<b>Total Attachments: 4</b>			
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**TERMINATION AND RELEASE OF SECURITY INTEREST IN  
INTELLECTUAL PROPERTY**

This **TERMINATION AND RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY**, dated as of November 9, 2023 (“Release”), is made by **ESCALATE CAPITAL PARTNERS SBIC III, LP**, a Delaware limited partnership (“Lender”), in favor of **LIVEINTENT, INC.**, a Delaware corporation (“Grantor”) with their principal place of business located at 222 Broadway, Floor 22, New York, New York 10038.

**WHEREAS**, pursuant to that certain (i) Loan and Security Agreement dated as of January 29, 2019 (as amended, restated, supplemented, modified, extended, renewed or replaced from time to time, the “Loan Agreement”) by and between Lender and Grantors, and (ii) Intellectual Property Security Agreement dated as of January 29, 2019 by and between Lender and Grantors (the “IP Agreement”, together with the Loan Agreement, the “Loan Documents”), Grantors granted and conveyed to Lender a security interest in the entire right, title and interest of Grantors in and to all of Grantors’ Intellectual Property;

**WHEREAS**, the IP Agreement was recorded with the Trademark Division of the US Patent and Trademark Office (“USPTO”) on January 30, 2019 at Reel No. 6544, Frame No. 0488, for the trademarks listed on Schedule A attached hereto.

**WHEREAS**, the IP Agreement was recorded with the Patent Division of the US Patent and Trademark Office (“USPTO”) on January 30, 2019 at Reel No. 048184, Frame No. 0890, for the patents listed on Schedule B attached hereto.

**NOW THEREFORE**, in consideration of the mutual promises and undertakings set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and with the intention of being legally bound hereby, Lender agrees as follows:

**SECTION 1. Defined Terms.** Capitalized terms used herein without definition shall have the meanings ascribed to such terms in the Loan Agreement, as applicable.

**SECTION 2. Termination and Release.** Lender, without representation, warranty, or recourse, hereby:

(a) terminates the IP Agreement and terminates, cancels, discharges, and releases the mortgage, pledge, and hypothecation and liens on and security interests in and to the entire right, title, and interest of Grantor in and to all of Grantor’s Intellectual Property listed on Schedules A and B attached hereto, granted pursuant to the Loan Documents;

(b) re-assigns, grants and re-conveys to the Grantor any and all of the right, title, and interest of Grantor that may have been acquired in and to all of Grantor’s Intellectual Property listed on Schedules A and B; and

(c) authorizes the recordation of this Release with the USPTO, at Grantor’s expense.

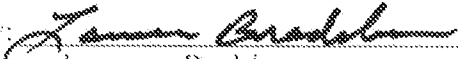
**SECTION 3. Choice of Law.** This Release shall be governed by and construed in accordance with the laws of the State of California, without regard to its conflict of laws principles.

*[Remainder of Page Intentionally Left Blank; Signature Page Follows]*

IN WITNESS WHEREOF, Lender has caused this Termination and Release of Security Interest in Intellectual Property to be duly executed as of the date first set forth above.

**ESCALATE CAPITAL PARTNERS**  
SBIC III, LP, a Delaware limited partnership

By: Escalate SBIC Capital Management III, LLC,  
its general partner

By:   
Name: Lawrence Bradshaw  
Title: Manager

Address:  
6300 Bridgepoint Parkway  
Building I, Suite 480  
Austin, Texas 78730

*(Signature Page to Termination and Release of Security Interest in Intellectual Property)*

**TRADEMARK**  
**REEL: 008254 FRAME: 0777**

SCHEDULE A

**TRADEMARKS**

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
SAFERTB	4319127	4/09/2013
LIVEINTENT	4204017	9/11/2012

SCHEDULE B

**PATENTS**

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
Ad Slot Ownership for Persistent Creatives	14/874,122	10/02/2015
Universal Cross-Channel Audience Addressability	14/874,103	10/02/2015
Future Decisioning for Creative Slots	14/621,810	2/13/2015