

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM860806

<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>
Western Alliance Bank		01/25/2022	Corporation: ARIZONA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ClickFox, Inc.		
<b>Street Address:</b>	911 Ranch Road 620		
<b>Internal Address:</b>	Suite 206		
<b>City:</b>	Lakeway		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78734		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 11</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86894238	JOURNEY SCIENCES	
<b>Serial Number:</b>	86894172	JOURNEY DATASETS	
<b>Serial Number:</b>	86898494	JOURNEY ARCHITECTURE	
<b>Serial Number:</b>	86764240	JOURNEY SCIENCES	
<b>Serial Number:</b>	86894209	JOURNEYS TELL A STORY	
<b>Serial Number:</b>	88574884	BRYTERCX	
<b>Serial Number:</b>	88574879	BRYTERCX	
<b>Serial Number:</b>	90022206	JOURNEY INTELLIGENCE	
<b>Serial Number:</b>	90039152	JOURNEY IRIS	
<b>Serial Number:</b>	90039149	JOURNEY IRIS	
<b>Serial Number:</b>	90022185	JOURNEY INTELLIGENCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	6125526094		
<b>Email:</b>	Leigh.Rand@jonespross.com		
<b>Correspondent Name:</b>	Leigh A Rand		
<b>Address Line 1:</b>	1605 Lakecliff Hills Lane		

OP \$290.00 86894238

**Address Line 4:** Austin, TEXAS 78732

**NAME OF SUBMITTER:** Leigh Rand

**SIGNATURE:** /Leigh Rand/

**DATE SIGNED:** 12/13/2023

**Total Attachments: 8**

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Western Alliance  
Bank

Member FDIC

January 25, 2022

Clickfox, Inc.  
5575 DTC PKWY SUITE 300  
GREENWOOD VILLAGE, CO 80111

RE: REASSIGNMENT AND RELEASE OF IP SECURITY INTEREST

This Reassignment and Release of Intellectual Property Security Interest is made as of January 25, 2022, by Western Alliance Bank, an Arizona corporation ("Lender") in favor of CLICKFOX, INC., a Delaware corporation ("Grantor").

Grantor assigned certain interests in the patents, trademarks and copyrights (the "Intellectual Property"), to Lender under an Intellectual Property Security Agreement dated as of April 19, 2019 as may have been amended from time to time between Lender and Grantor (the "Security Agreement") and recorded with the U.S. Patent and Trademark Office and/or the U.S. Copyright Office, which is attached hereto as Exhibit A, B and C.

Lender acknowledges that Company has satisfied its obligations under the Security Agreement, and Lender hereby releases all security interests that Lender may have in the Intellectual Property and reassigns it to Company without warranty or recourse and authorizes the recordation of this Reassignment and Release of IP Security Interest with the United States Patent and Trademark Office at the expense of Grantor.

Western Alliance Bank, an Arizona corporation

By: PJ Embalsado  
Name: Pcejay Embalsado  
Title: Senior Loan Servicing Officer

Enclosures

## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT, dated as of April 19, 2019 (the "Agreement") between WESTERN ALLIANCE BANK, an Arizona corporation ("Lender") and CLICKFOX, INC., a Delaware corporation, ("Grantor") is made with reference to the Loan and Security Agreement, dated as of April 19, 2019 (as amended from time to time, the "Loan Agreement"), between Lender and Grantor. Terms defined in the Loan Agreement have the same meaning when used in this Agreement.

For good and valuable consideration, receipt of which is hereby acknowledged, Grantor hereby covenants and agrees as follows:

To secure the Obligations under the Loan Agreement, Grantor grants to Lender a security interest in all right, title, and interest of Grantor in any of the following, whether now existing or hereafter acquired or created in any and all of the following property (collectively, the "Intellectual Property Collateral"):

(a) copyright rights, copyright applications, copyright registrations and like protections in each work or 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 (collectively, the "Copyrights"), including the Copyrights described in Exhibit A;

(b) trademark and servicemark rights, whether registered or not, applications to register and registrations of the same and like protections, and the entire goodwill of the business of Borrower connected with and symbolized by such trademarks (collectively, the "Trademarks"), including the Trademarks described in Exhibit B;

(c) patents, patent applications and like protections including without limitation improvements, divisions, continuations, renewals, reissues, extensions and continuations-in-part of the same (collectively, the "Patents"), including the Patents described in Exhibit C;

(d) mask work or similar rights available for the protection of semiconductor chips or other products (collectively, the "Mask Works");

(e) trade secrets, and any and all intellectual property rights in computer software and computer software products;

(f) design rights;

(g) claims for damages by way of past, present and future infringement 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) 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) amendments, renewals and extensions of any of the Copyrights, Trademarks, Patents, or Mask Works; and

(j) 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.

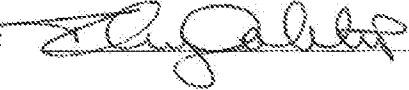
The rights and remedies of Lender with respect to the security interests granted hereunder are in addition to those set forth in the Loan Agreement, and those which are now or hereafter available to Lender as a matter of law or equity. Each right, power and remedy of Lender provided for herein or in the Loan Agreement, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall be in addition to every right, power or remedy provided for herein, and the exercise by Lender of any one or more of such rights, powers or remedies does not preclude the simultaneous or later exercise by Lender of any other rights, powers or remedies.

*[Signature Page Follows]*

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

**GRANTOR:**

CLICKFOX, INC., a Delaware corporation

By: 

Name: Timothy Dahltorp

Title: Chief Financial Officer

Address for Notices:

Attn:

5575 DTC Parkway, Suite 300  
Greenwood Village, CO 80111

Fax: \_\_\_\_\_

**LENDER:**

WESTERN ALLIANCE BANK, an Arizona corporation

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address for Notices:

Attn:

55 Almaden Boulevard, Suite 100  
San Jose, California 95113

Tel: (408) 556-6501

Fax: (408) 282-1681

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

**GRANTOR:**

CLICKFOX, INC., a Delaware corporation

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address for Notices:

Attn:

5575 DTC Parkway, Suite 300

Greenwood Village, CO 80111

Fax: \_\_\_\_\_

**LENDER:**

WESTERN ALLIANCE BANK, an Arizona corporation

By:  \_\_\_\_\_

Name: Shirish Sharma

Title: AVP

Address for Notices:

Attn:

55 Almaden Boulevard, Suite 100

San Jose, California 95113

Tel: (408) 556-6501

Fax: (408) 282-1681

EXHIBIT A  
COPYRIGHTS

Please Check if No Copyrights Exist **X**

<u>Type of Work:</u>	<u>Title:</u>	<u>International Standard Serial Number (ISSN):</u>	<u>Registration Number:</u>	<u>Filing Date:</u>	<u>Pre - registered?</u>

EXHIBIT B  
TRADEMARKS

Please Check if No Trademarks Exist

<u>Mark / Title:</u>	<u>U.S. Serial Number:</u>	<u>U.S. Registration Number:</u>	<u>USPTO Reference Number:</u>	<u>Filing Date:</u>
JOURNEY SCIENCES	86894238	5299045		02/02/16
JOURNEY DATASETS	86894172	5278271		02/02/16
JOURNEY ARCHITECTURE	86898494	5258007		02/05/16
JOURNEY SCIENCES	86764240	5251724		09/22/15
JOURNEYS TELL A STORY	86894209	5182897		02/02/16
CLICKFOX	76075490	2595466		06/22/00
BRYTERCX	88574884			08/12/19
BRYTERCX	88574879			08/12/19
JOURNEY INTELLIGENCE	90022206			06/26/20
JOURNEY IRIS	90039152			07/07/20
JOURNEY IRIS	90039149			07/07/20
JOURNEY INTELLIGENCE	90022185			06/26/20



EXHIBIT C

PATENTS

Please Check if No Patents Exist

<u>Title:</u>	<u>Patent Number:</u>	<u>Application Serial Number:</u>	<u>Issued or Published?</u>	<u>Issue Date:</u>
SYSTEM AND METHOD FOR MODIFYING LINKS WITHIN A WEB SITE		14319879	Issued	06/30/14
System and method for modifying links within a web site	8769441	12784183	Published	05/20/10
System and method for modifying links within a web site	7725840	11491678	Published	07/24/06
System and method for analyzing system user behavior	7673340	11143778	Published	06/02/05
System and method for analyzing system visitor activities	7644134	10190313	Published	07/05/02
Graphical user interface and web site evaluation tool for customizing web sites	7305622	10005182	Published	12/05/01
Use of various methods to reconstruct experiences of web site visitors	7152106	10190338	Published	07/05/02
System and method for providing customized web pages	7107535	09778562	Published	02/07/01
SYSTEMS AND METHODS FOR DISCOVERING AND QUANTIFYING PRINCIPAL DRIVING FACTORS OR DOMINANT PATHS IN INTERCONNECTED JOURNEY DATA		16296885		03/08/19

SYSTEMS AND METHODS TO DISCOVER AND QUANTIFY KEY DRIVING FACTORS IN DIGITAL CONTAINMENT DATA		16296927		03/08/19
System and method for modifying links within a web site	10496726		Published	12/3/19