

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM862332

|   |                                    |                       |                       |
|---|------------------------------------|-----------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                     |                       |                       |
| <b>NATURE OF CONVEYANCE:</b>  | SECURITY INTEREST                  |                       |                       |
| <b>CONVEYING PARTY DATA</b>   |                                    |                       |                       |
| <b>Name</b>   | <b>Formerly</b>                    | <b>Execution Date</b> | <b>Entity Type</b>    |
| DISQO, INC.   |                                    | 12/19/2023            | Corporation: DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |                                    |                       |                       |
| <b>Name:</b>  | CANADIAN IMPERIAL BANK OF COMMERCE |                       |                       |
| <b>Street Address:</b>  | 81 Bay Street, 10th Floor          |                       |                       |
| <b>City:</b>  | Toronto, Ontario                   |                       |                       |
| <b>State/Country:</b>   | CANADA                             |                       |                       |
| <b>Postal Code:</b>   | M5J 1E6                            |                       |                       |
| <b>Entity Type:</b>   | Chartered Bank: CANADA             |                       |                       |
| <b>PROPERTY NUMBERS Total: 6</b>  |                                    |                       |                       |
| <b>Property Type</b>  | <b>Number</b>                      | <b>Word Mark</b>      |                       |
| <b>Serial Number:</b>   | 97115606                           |                       |                       |
| <b>Serial Number:</b>   | 97092653                           | DISQO                 |                       |
| <b>Serial Number:</b>   | 97092673                           |                       |                       |
| <b>Serial Number:</b>   | 98150207                           | MINDSURGE             |                       |
| <b>Serial Number:</b>   | 97115573                           | SURVEY JUNKIE         |                       |
| <b>Serial Number:</b>   | 90141822                           | FL                    |                       |
| <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>Email:</b>   | jgu@cooley.com                     |                       |                       |
| <b>Correspondent Name:</b>  | Jennifer Gu c/o Cooley LLP         |                       |                       |
| <b>Address Line 1:</b>  | 3175 Hanover Street                |                       |                       |
| <b>Address Line 4:</b>  | Palo Alto, CALIFORNIA 94304        |                       |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 313569-1018                        |                       |                       |
| <b>NAME OF SUBMITTER:</b>   | Jennifer Gu                        |                       |                       |
| <b>SIGNATURE:</b>   | /Jennifer Gu/                      |                       |                       |
| <b>DATE SIGNED:</b>   | 12/19/2023                         |                       |                       |
| <b>Total Attachments: 5</b>   |                                    |                       |                       |

CH \$165.00 97115606

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## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT (as amended, restated, supplemented or otherwise modified from time to time, this “**Agreement**”) is entered into as of December 19, 2023, between CANADIAN IMPERIAL BANK OF COMMERCE (“**Bank**”), and DISQO, INC., a Delaware corporation (“**Grantor**”).

### RECITALS

A. Bank and Grantor are entering into a Loan and Security Agreement, dated as of the date hereof (as amended, restated, supplemented or otherwise modified from time to time, the “**Loan Agreement**”). Defined terms used herein without definition shall have the meanings set forth in the Loan Agreement.

B. The Obligations are secured by the Collateral, as defined in the Loan Agreement, including without limitation, all of Grantor’s Intellectual Property.

C. Grantor’s execution and delivery of this Agreement is a condition to the effectiveness of the Loan Agreement.

### AGREEMENT

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, Grantor and Bank hereby agree:

1. To secure the Obligations, Grantor grants Bank a security interest in all of Grantor’s right, title and interest in its Intellectual Property. Grantor hereby confirms that the attached schedules of Grantor’s copyright, patent and trademark applications and registrations, which are registered or filed with the United States Patent and Trademark Office or the United States Copyright Office, as applicable, attached hereto as Exhibits A, B and C hereto, respectively, are complete and accurate as of the date hereof.

2. Grantor hereby authorizes Bank to (a) modify this Agreement unilaterally by amending the exhibits to this Agreement to include any Intellectual Property which Grantor obtains subsequent to the date of this Agreement, and (b) file a duplicate of this Agreement containing amended exhibits reflecting such new Intellectual Property with the United States Patent and Trademark Office or the United States Copyright Office, as applicable.

3. This Agreement is a Loan Document. This Agreement may be executed in any number of counterparts and by different parties on separate counterparts, each of which, when executed and delivered, is an original, and all taken together, constitute one Agreement. Delivery of an executed counterpart of a signature page of this Agreement by electronic means shall be effective as delivery of an original executed counterpart of this Agreement. The words “execution,” “signed,” “signature” and words of like import in this Agreement shall be deemed to include electronic signatures or the keeping of records in electronic form, each of which shall be of the same legal effect, validity and enforceability as a manually executed signature or the use of a paper-based recordkeeping systems, as the case may be, to the extent and as provided for in any applicable law, including, without limitation, any state law based on the Uniform Electronic Transactions Act.

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[SIGNATURE PAGE TO INTELLECTUAL PROPERTY SECURITY AGREEMENT]

IN WITNESS WHEREOF, the undersigned have duly executed this Intellectual Property Security Agreement as of the first date written above.

Address of Grantor:

Disqo, Inc.  
400 N. Brand Blvd., Suite 600  
Glendale, CA 91203  
Attention: Chief Executive Officer and General Counsel

Grantor:

DISQO, INC.


By:   
Name: Armen Adjemian  
Title: Chief Executive Officer

Address of Bank:

Canadian Imperial Bank of Commerce  
81 Bay Street, 10<sup>th</sup> Floor  
Toronto, Ontario  
M5J 1E6  
Attention: Youssef Kabbani

BANK:

CANADIAN IMPERIAL BANK OF COMMERCE

By:   
Name: Youssef Kabbani  
Title: Authorized Signatory

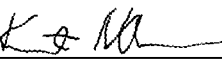
By:   
Name: Kurt Nichols  
Title: Assistant General Manager

EXHIBIT A  
COPYRIGHTS


| <u>OWNER</u> | <u>DESCRIPTION</u> | <u>REGISTRATION<br/>NUMBER</u> | <u>REGISTRATION<br/>DATE</u> |
|--------------|--------------------|--------------------------------|------------------------------|
| None.        |                    |                                |                              |

## EXHIBIT B

## PATENTS

| <b>Client</b> | <b>Application No.</b> | <b>Publication No.</b> | <b>Title</b>  | <b>Pat./Reg. No</b> | <b>Registered</b> | <b>Country</b> |
|---------------|------------------------|------------------------|---|---------------------|-------------------|----------------|
| DISQO, INC    | 15/395383              | US2018189660           | Arrangement and method for inferring demographics from application usage statistics   | 11263536            | 2022-03-01        | USA            |
| DISQO, INC    | 14/190358              | US2015244820           | MEASUREMENT OF MULTI-SCREEN INTERNET USER PROFILES, TRANSACTIONAL BEHAVIORS AND STRUCTURE OF USER POPULATION THROUGH A HYBRID CENSUS AND USER BASED MEASUREMENT METHODOLOGY | 10742753            | 2020-08-11        | USA            |
| DISQO, INC    | 14/173970              |                        | BEHAVIORAL EVENT MEASUREMENT SYSTEM AND RELATED METHOD  | 9471912             | 2016-10-18        | USA            |

EXHIBIT C  
TRADEMARKS

| <b>MARK</b>   | <b>COUNTRY</b>           | <b>STATUS</b> | <b>APP. NO.</b> | <b>REG. NO.</b> | <b>REG. DATE</b> |
|---|--------------------------|---------------|-----------------|-----------------|------------------|
| Checkmark Logo  | United States of America | Registered    | 97115606        | 6928575         | Dec 20, 2022     |
| DISQO   | United States of America | Registered    | 97092653        | 6906572         | Nov 22, 2022     |
| DISQO & Design  | United States of America | Registered    | 97092673        | 6906573         | Nov 22, 2022     |
| MINDSURGE   | United States of America | Pending       | 98150207        |                 |                  |
| SURVEY JUNKIE   | United States of America | Registered    | 97115573        | 6912816         | Nov 29, 2022     |
|  | United States            | Registered    | 90141822        | 6435940         | 7/27/2021        |