

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM862308

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ESPRESSO CAPITAL LTD.		12/19/2023	PRIVATE LIMITED COMPANY: CANADA
RECEIVING PARTY DATA			
Name:	BLUESHIFT LABS, INC.		
Street Address:	433 California Street, Suite 600		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94104		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5278350	PROGRAMMATIC CRM	
CORRESPONDENCE DATA			
Fax Number:	6505657100		
<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>			
Phone:	6505657022		
Email:	kceron@sidley.com		
Correspondent Name:	Karla Ceron		
Address Line 1:	1001 Page Mill Road, Building 1		
Address Line 4:	Palo Alto, CALIFORNIA 94304		
ATTORNEY DOCKET NUMBER:	100107-30180		
NAME OF SUBMITTER:	Karla Ceron		
SIGNATURE:	/karlacion/		
DATE SIGNED:	12/19/2023		
Total Attachments: 2			
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RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST

This Release of Intellectual Property Security Interest (this “**Release**”) is given effective as of December 19, 2023 by Espresso Capital Ltd. (“**Espresso**”).

WHEREAS, pursuant to that certain Intellectual Property Security Agreement, dated as of March 6, 2020, executed by BlueShift Labs, Inc. (“**Borrower**”) in favor of Espresso (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “**IP Security Agreement**”), Borrower granted Espresso a Lien (as defined in the IP Security Agreement) on and security interest in, all of its right, title and interest in, to and under the following (the “**Collateral**”): (i) all its patents, trademarks and all intellectual property licenses providing for the grant by or to such Borrower of any right under any patent or trademark, including, without limitation, those referred to in Schedule A attached hereto, (ii) all renewals and extensions of the foregoing, (iii) all goodwill of the business connected with the use of, and symbolized by, each such patent or trademark, and (iv) all income, royalties, proceeds and liabilities at any time due or payable or asserted under and with respect to any of the foregoing, including, without limitation, all rights to sue and recover at law or in equity for any past, present and future infringement, misappropriation, dilution, violation or other impairment thereof;

WHEREAS, the IP Security Agreement was recorded with the patent division of the United States Patent and Trademark Office on March 13, 2020, at Reel/Frame: 052109/0153. The IP Security Agreement was also recorded with the trademark division of the United States Patent and Trademark Office on March 13, 2020, at Reel/Frame: 6891/0111; and

WHEREAS, Espresso now desires to release the entirety of its security interest in the Collateral.

NOW, THEREFORE, intending to be legally bound hereby and in connection with the IP Security Agreement, Espresso hereby (i) releases the continuing security interest and continuing lien upon, and terminates its security interest in, to, and under, and all other rights, title and interest in, to, and under the Collateral, without any recourse, representation or warranty, (ii) terminates the IP Security Agreement, and (iii) re-assigns to Borrower, any right, title or interest Espresso may have in, to or under the Collateral, together with the goodwill of the business symbolized thereby, and hereby authorizes Borrower or Borrower’s authorized representative or designee to record this Release with the United States Patent and Trademark Office as evidence of such release and termination.

IN WITNESS WHEREOF, Espresso duly executes this Release, which is effective as of the day and year first written above.

Espresso Capital Ltd.

By: DocuSigned by:

Jyotin Handa
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Jyotin Handa, Executive Director

**SCHEDULE A
TO RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST**

Patent

Owner	Patent / Patent Application	Patent No. / Application No.	Issue Date / Application Date
Chittoor, et al.	Event-based personalized merchandising schemes and applications in messaging	9779443	October 3, 2017

Trademark

Serial Number	Registration Number	Trademark	Registration Date
87161036	5278350	PROGRAMMATIC CRM	August 29, 2017