

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI26476

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ISPOT.TV INC.		02/05/2024	Corporation: DELAWARE
RECEIVING PARTY DATA			
Company Name:	First-Citizens Bank & Trust Company		
Street Address:	75 N. Fair Oaks Avenue (CLAS PAS-04-02)		
City:	Pasadena		
State/Country:	CALIFORNIA		
Postal Code:	91103		
Entity Type:	Corporation: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5718327	TV AD MEASUREMENT FOR DISRUPTIVE BRANDS	
CORRESPONDENCE DATA			
Fax Number:			
<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:	202-370-4750		
Email:	ipteam@cogencyglobal.com		
Correspondent Name:	Khadijah Sampson		
Address Line 1:	1025 Connecticut Ave NW, Suite 712		
Address Line 2:	COGENCY GLOBAL INC.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	2267933ks		
NAME OF SUBMITTER:	Andrew Hackett		
SIGNATURE:	Andrew Hackett		
DATE SIGNED:	02/15/2024		
Total Attachments: 4			
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**TERMINATION AND RELEASE OF
INTELLECTUAL PROPERTY SECURITY AGREEMENT**

This **TERMINATION AND RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT** (this “*Termination and Release*”) is granted as of February 5, 2024 by and between **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 **ISPOT.TV INC.**, a Delaware corporation (“**Grantor**”).

WHEREAS, the Grantor executed and delivered an Intellectual Property Security Agreement, dated as of December 31, 2020 (the “**Agreement**”), granting to the Bank a security interest in all of its right, title and interest, whether presently existing or hereafter acquired, in, to and under the Patents (as defined in the Agreement), notice of which was recorded with the United States Patent and Trademark Office (“**USPTO**”) on December 31, 2020, at Reel 054786, Frame 0921, and the Trademarks (as defined in the Agreement), notice of which was recorded with the USPTO on December 31, 2020, at Reel 7153, Frame 0378.

WHEREAS, Grantor has requested that Bank hereby terminate, release and discharge fully its security interests in and liens on all right, title and interest of Grantor in, to and under all of the Patents and Trademarks as herein provided; and

WHEREAS, Grantor has requested that the Bank provide a document suitable for recording with the USPTO to evidence the release of the Bank’s security interests in and liens on the Patents and Trademarks as herein provided.

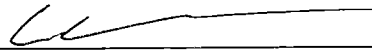
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Bank hereby:

- 1. terminates the Agreement and releases, terminates and discharges fully all liens and security interests thereunder in Grantor’s right, title and interest in, to and under the Intellectual Property Collateral (as defined in the Agreement), including, without limitation, those patents and patent applications identified in Schedule I hereto and those trademarks and trademark applications identified in Schedule II hereto; and*
- 2. authorizes and requests that this Termination and Release be recorded with the USPTO.*

[Signature page follows]

IN WITNESS WHEREOF, the undersigned has executed this Termination and Release by its duly authorized officer as of the date first above written.

**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))

By: 
Name: Colton Sterba
Title: Vice President

[Signature Page to Termination and Release of Intellectual Property Security Agreement]

**TRADEMARK
REEL: 008345 FRAME: 0282**

SCHEDULE I TO TERMINATION AND RELEASE OF INTELLECTUAL PROPERTY
SECURITY AGREEMENT

Patents

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
Television audience measurement method and apparatus	9402111	7/26/2016
Advertisement modification method and apparatus	10405037	9/3/2019
Unique content sequence identification method and apparatus	10602236	3/24/2020
Measurement of television advertisement effectiveness	10721541	7/21/2020
ADVERTISEMENT SCORING SYSTEM AND METHOD	14/276920	5/13/2014
VIEW RATE MEASUREMENT METHOD AND APPARATUS	15/246375	8/24/2016
TELEVISION AUDIENCE MEASUREMENT METHOD AND APPARATUS	15/218351	7/25/2016

SCHEDULE II TO TERMINATION AND RELEASE OF INTELLECTUAL PROPERTY
SECURITY AGREEMENT

Trademarks

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
TV AD MEASUREMENT FOR DISRUPTIVE BRANDS	5718327	4/2/2019