

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI118567

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	FIRST SUPPLEMENT TO IPSA		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LIVEINTENT, INC.		03/18/2024	Corporation: DELAWARE
RECEIVING PARTY DATA			
Company Name:	FIRST-CITIZENS BANK & TRUST COMPANY		
Street Address:	75 N. FAIR OAKS AVE (CLAS PAS -04-02)		
City:	Pasadena		
State/Country:	CALIFORNIA		
Postal Code:	91103		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4204017	LIVEINTENT	
Registration Number:	6694882	NONID	
Registration Number:	4319127	SAFERTB	
Serial Number:	98377771	HIRO	
Registration Number:	6971840		
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:	(800)221-0102		
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:	2306029ks		
NAME OF SUBMITTER:	Andrew Hackett		
SIGNATURE:	Andrew Hackett		
DATE SIGNED:	03/25/2024		

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Total Attachments: 4

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**FIRST SUPPLEMENT TO
INTELLECTUAL PROPERTY SECURITY AGREEMENT**

This First Supplement to Intellectual Property Security Agreement (this “**Supplement**”) is made as of March 18, 2024 by **LIVEINTENT, INC.**, a Delaware corporation (“**Grantor**”) in favor of **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**”).

WHEREAS, Grantor previously executed and delivered that certain Intellectual Property Security Agreement, dated January 28, 2019 (as amended of record from time to time hereinafter, the “**IP Agreement**”), in favor of Bank pursuant to which Grantor pledged, assigned and granted a security interest in certain Intellectual Property Collateral, which was recorded with the Patent division of the United States Patent and Trademark Office on January 28, 2019 at Reel 048155, Frame 0651 and the Trademark division of the United States Patent and Trademark Office on January 28, 2019 at Reel 6540, Frame 0357.

WHEREAS, the Grantor has developed additional patents and trademarks, and desires to hereby confirm the pledge of, and the grant of a security interest in, such additional intellectual property in favor of Bank.

NOW, THEREFORE, in consideration of the mutual covenants herein contained and benefits to be derived herefrom, it is hereby agreed as follows:

1. Definitions. All capitalized terms herein and not otherwise defined shall have the same meaning herein as in the IP Agreement.
2. Supplement to Exhibit B. Exhibit B to the IP Agreement is hereby supplemented, but not replaced, by Exhibit B-1 annexed hereto.
3. Supplement to Exhibit C. Exhibit C to the IP Agreement is hereby supplemented, but not replaced, by Exhibit C-1 annexed hereto.
4. Miscellaneous:

Except as provided herein, all terms and conditions of the IP Agreement remain in full force and effect. The Grantor hereby ratifies, confirms and reaffirms all of the representations, warranties and covenants contained therein in all material respects.

This Supplement covers the entire understanding of the parties with respect to the matters set forth herein and supersedes all prior discussions and negotiations hereon.

[Signature page follows]

IN WITNESS WHEREOF, the undersigned has executed this Supplement as of the date first written above.

GRANTOR:

LIVEINTENT, INC.

DocuSigned by:
By: Matthew Keiser
Name: Matthew Keiser
Title: CEO


EXHIBIT B-1

Patents and Patent Applications

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
SOURCE AND MODEL FRAMEWORK	63525705	09-JUL-2023
CAMPAIGN FEEDBACK BASED INCREMENTAL HYBRID AUDIENCE SUGGESTION AI ENGINE	63525707	09-JUL-2023
FEDERATED IDENTITY RESOLUTION FRAMEWORK	63525709	09-JUL-2023
MAP REDUCE CONTROLLER AND SCHEDULER SERVICES	63525710	09-JUL-2023

EXHIBIT C-1

Trademarks and Trademark Applications

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
 Live Intent Logo	6971840	07-Feb-2023
LIVEINTENT	4,204,017	11-Sep-2012
NONID	6,694,882	05-Apr-2022
SAFERTB	4,319,127	09-Apr-2013
HIRO	98377771	26-Jan-2024