

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		SECURITY INTEREST	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
STRONGMAIL SYSTEMS, INC.		08/15/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	SILICON VALLEY BANK		
Street Address:	3003 TASMAN DRIVE		
City:	SANTA CLARA		
State/Country:	CALIFORNIA		
Postal Code:	95054		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	85233237	MAGNETIK	
Registration Number:	3493965	M MAGNETIK	
Registration Number:	3905630	SOCIAL DIRECT	
CORRESPONDENCE DATA			
Fax Number:	(404)962-6729		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	jihan.jenkins@troutmansanders.com		
Correspondent Name:	JIHAN A.R. JENKINS		
Address Line 1:	TROUTMAN SANDERS LLP		
Address Line 2:	600 PEACHTREE STREET NE		
Address Line 4:	ATLANTA, GEORGIA 30308-2216		
ATTORNEY DOCKET NUMBER:	220763.001263		
NAME OF SUBMITTER:	Jihan A.R.Jenkins		
Signature:	/Jihan A.R. Jenkins, Reg. #64415/		

CH \$90.00 85233237

Date:

08/15/2011

Total Attachments: 6

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ADDENDUM TO INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Addendum to Intellectual Property Security Agreement (the "**Addendum**") is executed pursuant to, and is an addendum to, an Intellectual Property Security Agreement entered into as of December 29, 2010 (the "**IP Security Agreement**"). This is presented for recordation as constructive notice that STRONGMAIL SYSTEMS, INC. ("**Assignor**"), with its principal office at 1300 Island Drive, Suite 200, Redwood City, California 94065, the owner of the intellectual property identified in the exhibits attached hereto, has granted to SILICON VALLEY BANK ("**SVB**"), with its principal office at 3003 Tasman Drive, Santa Clara, CA 95054, and Gold Hill Capital 2008, LP ("**Gold Hill**"); and together with SVB, collectively the "**Assignee**") a security interest in the intellectual property, and the exclusive rights comprised in the intellectual property, to secure payment of a debt.

In addition to the Loan Agreement by and among Assignee and Assignor as defined in the IP Security Agreement, SVB has agreed to make certain advances of money and to extend certain financial accommodations to Assignor set forth in that certain Loan and Security Agreement by and between SVB and Assignor dated of even date herewith (as the same may be amended, modified or supplemented from time to time, the "**SVB Loan Agreement**"), and from and after the date of this Addendum, the term "**Loan Agreement**", as defined in that certain IP Security Agreement, and all references therein shall be deemed to also include the SVB Loan Agreement.

Assignor hereby acknowledges and agrees that the IP Security Agreement hereby amended by this Addendum secures its obligations under the Loan Agreement.

[SIGNATURE APPEARS ON THE FOLLOWING PAGE]

IN WITNESS WHEREOF, Assignor has executed this Addendum to Intellectual Property Security Agreement as of August 15, 2011.

STRONGMAIL SYSTEMS, INC.

By: *Bill Griffin*

Name: William Griffin

Title: CFO

[Signature Page to IP Addendum]

TRADEMARK
REEL: 004605 FRAME: 0367

Exhibit "A" attached to that certain Addendum to Intellectual Property Security Agreement.

EXHIBIT "A"
COPYRIGHTS

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
None	N/A	N/A

Exhibit "B" attached to that certain Addendum to Intellectual Property Security Agreement.

EXHIBIT "B"
PATENTS

<u>Title</u>	<u>Patent/Patent Application Number (Publication Number)</u>	<u>Issue/Filing Date</u>	<u>Owner/ Assignee</u>
EMAIL DELIVERY SYSTEM USING METADATA ON EMAILS TO MANAGE VIRTUAL STORAGE	12/758,732 (2011/0040840)	April 12, 2010	StrongMail Systems, Inc.
SYSTEMS AND METHODS FOR ADAPTIVE COMMUNICATION CONTROL	12/758,797 (2010/0198932)	April 12, 2010	StrongMail Systems, Inc.
SYSTEMS AND METHODS FOR OPTIMIZING A CAMPAIGN	12/415,832 (2010/0250477)	March 31, 2009	StrongMail Systems, Inc.
SYSTEMS AND METHODS FOR INFLUENCING MARKETING CAMPAIGNS	12/648,180 (2011/0161159)	December 28, 2009	StrongMail Systems, Inc.
SYSTEMS AND METHODS FOR COMMUNICATING LOGIC IN EMAIL MESSAGES	PCT/US2007/00196 9	December2 4, 2007	StrongMail Systems, Inc.
E-MAIL DELIVERY SYSTEM USING METADATA ON E-MAILS TO MANAGE VIRTUAL STORAGE	PCT/US2005/01922 3	Ma 26, 2005	StrongMail Systems, Inc.
EMAIL USING QUEUES IN NON-PERSISTENT MEMORY	PCT/US2004/00430 5	February 11, 2004	StrongMail Systems, Inc.

Exhibit "C" attached to that certain Addendum to Intellectual Property Security Agreement.

EXHIBIT "C"
TRADEMARKS

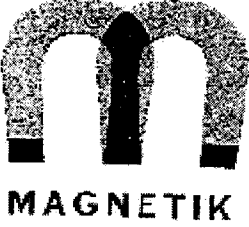
<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
MAGNETIK	85/233,237	February 3, 2011
 MAGNETIK	3,493,965	August 26, 2008
<i>STRONGMAIL</i>	EC003917747	November 25, 2005
STRONGMAIL	WO0830867	July 08, 2004
SOCIAL DIRECT	3,905,630	January 11, 2011

Exhibit "D" attached to that certain Addendum to Intellectual Property Security Agreement.

EXHIBIT "D"
SERVICE MARKS

<u>SERVICE MARK</u>				
<u>DESCRIPTION</u>	<u>COUNTRY</u>	<u>SERIAL NO.</u>	<u>REG. NO</u>	<u>STATUS</u>
NONE				

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