

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM393429

<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>
YIELDMO, INC.		08/01/2016	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ESCALATE CAPITAL PARTNERS SBIC III, LP		
<b>Street Address:</b>	300 West Sixth Street		
<b>Internal Address:</b>	Suite 2230		
<b>City:</b>	Austin		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78701		
<b>Entity Type:</b>	Limited Partnership: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4755727	YIELDMO	
<b>Registration Number:</b>	4461377	YIELDMO	
<b>Registration Number:</b>	4764742	SAVING THE WORLD FROM BAD MOBILE ADS	
<b>Registration Number:</b>	4901514	EXPECT MORE FROM MOBILE ADVERTISING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7037125050		
<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>Phone:</b>	703-712-5352		
<b>Email:</b>	jmiller@mcguirewoods.com		
<b>Correspondent Name:</b>	Joyce Miller		
<b>Address Line 1:</b>	1750 Tysons Blvd.		
<b>Address Line 2:</b>	Suite 1800		
<b>Address Line 4:</b>	Tysons, VIRGINIA 22102		
<b>NAME OF SUBMITTER:</b>	Joyce Miller		
<b>SIGNATURE:</b>	/Joyce Miller/		
<b>DATE SIGNED:</b>	08/02/2016		
<b>Total Attachments: 6</b>			

OP \$115.00 4755727

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement is entered into as of August 1, 2016 by and between YIELDMO, INC., a Delaware corporation ("**Borrower**"), and ESCALATE CAPITAL PARTNERS SBIC III, LP, a Delaware limited partnership ("**Lender**").

RECITALS

Lender has agreed to make certain advance of money and to extend certain financial accommodations to Borrower under that certain Loan and Security Agreement by and between Lender and Borrower dated of even date herewith (as amended, restated, or otherwise modified from time to time, the "**Loan Agreement**"). Capitalized terms used herein are used as defined in the Loan Agreement. Pursuant to the terms of the Loan Agreement, Borrower has granted to Lender a security interest in its personal property.

NOW, THEREFORE, Borrower agrees as follows:

AGREEMENT

To secure its obligations under the Loan Agreement and under any other agreement now existing or hereafter arising between Borrower and Lender, Borrower grants to Lender a security interest in all of Borrower's right, title and interest in certain Intellectual Property (including without limitation those Copyrights, Patents and Trademarks listed on Schedules A, B, and C hereto) and all proceeds thereof (such as, by way of example but not by way of limitation, license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, all rights corresponding thereto throughout the world and all re-issues, divisions continuations, renewals, extensions and continuations-in-part thereof. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute the same instrument.

Notwithstanding anything to the contrary, "Intellectual Property" shall not include any "intent to use" trademark, unless and until acceptable evidence of use of the Trademark has been filed with and accepted by the United States Patent and Trademark Office pursuant to Section 1(c) or Section 1(d) of the Lanham Act (15 U.S.C. §§ 1051, et seq.).

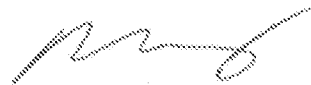
*[Signature pages follows]*

IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

Address of Borrower:

**BORROWER:**

YIELDMO, INC.,  
a Delaware corporation

By:   
Name: Rick Eaton  
Title: CEO

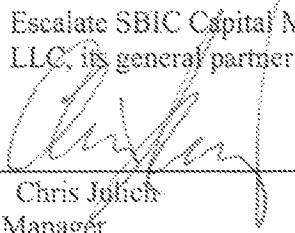
Address of Lender:

300 West Sixth Street, Suite 2230  
Austin, Texas 78701

**LENDER:**

ESCALATE CAPITAL PARTNERS SBIC III, LP,  
a Delaware limited partnership

By: Escalate SBIC Capital Management III,  
LLC, its general partner

By:   
Name: Chris Julich  
Title: Manager

[Signature Page to Intellectual Property Security Agreement]

**TRADEMARK**  
**REEL: 005845 FRAME: 0575**

SCHEDULE A  
Copyrights

None.

SCHEDULE B  
Patents

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
As advertisement that changes its displayed content based on a manipulation of a webpage by a user; abstracted "hyperscroller."	PRV 62/068,646 US 14/592,883 <sup>1</sup> PCT/US15/64460	10/25/2014 1/8/2015 12/8/2015
Header, footer, and intermediate advertisements for the same brand or product on one webpage.	PRV 62/059,974 US 14/668,937 PCT/US15/53112	10/5/2014 3/25/2015 9/30/2015
Multiple segments of one advertising campaign interspersed throughout on one webpage or across multiple webpages; abstracted "stories."	PRV 62/119,176 US 15/048,994 PCT/US16/18819	2/21/2015 2/19/2016 2/20/2016
Testing and modifying advertisement formats for various optimization requirements and reusing optimized formats for similar users or at similar locations.	PRV 62/114,564 US 15/040,850 PCT/US16/17410	2/10/2015 2/10/2016 2/10/2016
(Pettitt, acquired) Republishing and syndicating digital content; registering a syndication engine to indicate content for syndication + monetization model for content.	PRV 61/447,567 US 14/012,066	2/18/2012 8/28/2013
Advertisement format optimized for a particular user and reused for future advertisements on the user's device.	PRV 62/175,205	6/12/2015
Hyperscroller, hyperplay, hyperplay window, etc., including hyper-X generator, hyper-X video UX, video ad builder, and hyper-X interaction and engagement.	PRV 62/197,929 US 15/217.879	7/28/2015 7/22/2016
Caching web pages to correct state loss in back-forward caching in mobile Safari on iOS.	PRV 62/200,606	8/3/2015

<sup>1</sup> This application has been abandoned.

SCHEDULE C  
Trademarks

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
YIELDMO	4,755,727	6/16/2015
YIELDMO (w/color)	4,461,377	1/7/2014
SAVING THE WORLD FROM BAD MOBILE ADS	4,764,742	6/30/2015
EXPECT MORE FROM MOBILE ADVERTISING	4,901,514	2/16/2016