

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM553112

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CANADIAN IMPERIAL BANK OF COMMERCE		12/12/2019	Chartered Bank: CANADA
RECEIVING PARTY DATA			
Name:	LONGTAIL AD SOLUTIONS, INC.		
Street Address:	2 Park Ave		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	5602400	JW ENGAGE	
Registration Number:	4785654	JW	
Registration Number:	4707375	JW PLAYER	
Registration Number:	4114163	LONGTAIL VIDEO	
Registration Number:	4176903	LONGTAIL VIDEO	
Registration Number:	4087283	JW PLAYER	
CORRESPONDENCE DATA			
Fax Number:	4156932222		
<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:	4156932000		
Email:	crhem@cooley.com		
Correspondent Name:	Cooley LLP		
Address Line 1:	101 California Street, 5th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	326420-130		
NAME OF SUBMITTER:	C. Rhem		
SIGNATURE:	/CR/		
DATE SIGNED:	12/12/2019		

CH \$165.00 5602400

Total Attachments: 4

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RELEASE OF SECURITY INTEREST IN INTELLECUAL PROPERTY

This Release of Security Interest in Intellectual Property is made as of December 12, 2019, by **CANADIAN IMPERIAL BANK OF COMMERCE** (“**Bank**”) in favor of **LONGTAIL AD SOLUTIONS, INC.**, a Delaware corporation (“**Grantor**”) with its principal place of business located at 2 Park Ave, New York, NY 10016.

RECITALS

WHEREAS, Grantor granted to Bank a security interest in the patents and trademarks described on Exhibits B and C attached hereto (collectively, the “**Intellectual Property**”) under an Intellectual Property Security Agreement dated as of April 9, 2019 (the “**IP Security Agreement**”) and recorded with the U.S. Patent and Trademark Office as set forth on Exhibits B and C.

WHEREAS, Grantor has requested and Bank has agreed to release its security interest in the Intellectual Property and terminate the IP Security Agreement.

AGREEMENT

NOW, THEREFORE, Bank agrees that it terminates and releases its security interest in the Intellectual Property, terminates the IP Security Agreement, and reassigns to Grantor, without warranty or recourse, all interest of Bank in the Intellectual Property.

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[SIGNATURE PAGE TO INTELLECTUAL PROPERTY RELEASE]

BANK:

CANADIAN IMPERIAL BANK OF COMMERCE

By: *Mark McQueen*

Name: Mark McQueen

Title: PRESIDENT & EXECUTIVE MANAGER Toronto

By: *John McQueen*

Name: John McQueen

Title: EXECUTIVE DIRECTOR

MR

40 King Street West, Suite 5702
Toronto, Ontario M5H3Y2

EXHIBIT B
PATENTS

OWNER	DESCRIPTION	PATENT / APPLICATION NUMBER	ISSUE / APPLICATION DATE
LongTail Ad Solutions, Inc.	SYSTEMS AND METHODS FOR OBTAINING AND DISPLAYING VIDEOS	16/225,575	December 19, 2018
LongTail Ad Solutions, Inc.	SYSTEMS AND METHODS FOR OBTAINING AND DISPLAYING	16/225,614	December 19, 2018
LongTail Ad Solutions, Inc.	SYSTEMS AND METHODS FOR PLAYING VIDEOS WITH BACKGROUND LOADING	16/233,371	December 27, 2018
LongTail Ad Solutions, Inc.	EVALUATING THE ENGAGEMENT FACTOR OF VIDEOS	16/353,224	March 14, 2019

Bank's security interest recorded at the U.S. Patent and Trademark Office on April 9, 2019 at Reel Number 048837 and Frame Number 0839.

EXHIBIT C
TRADEMARKS

OWNER	DESCRIPTION	REGISTRATION/ APPLICATION DATE	REGISTRATION/ SERIAL NUMBER
LongTail Ad Solutions, Inc.	JW ENGAGE	6/26/2017	5602400
LongTail Ad Solutions, Inc.	JW (Logo)	12/12/2014	4785654
LongTail Ad Solutions, Inc.	JW PLAYER	7/17/2014	4707375
LongTail Ad Solutions, Inc.	LONGTAIL VIDEO	5/27/2011	4114163
LongTail Ad Solutions, Inc.	LONGTAIL VIDEO	5/27/2011	4176903
LongTail Ad Solutions, Inc.	JW PLAYER	5/26/2011	4087283

Bank's security interest recorded at the U.S. Patent and Trademark Office on April 9, 2019 at Reel Number 6613 and Frame Number 0721.