

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM618396

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
RESUBMIT DOCUMENT ID:	900583272		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PLACEIQ, INC.		12/02/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Silicon Valley Bank		
Street Address:	3003 TASMAN DRIVE, HF 150		
City:	SANTA CLARA		
State/Country:	CALIFORNIA		
Postal Code:	95054		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	5681121	LANDMARK	
Registration Number:	4708730	PVR	
Registration Number:	4891558	PLACEIQ	
Serial Number:	87864593	SMART MARKET AREA	
CORRESPONDENCE DATA			
Fax Number:	8004947512		
<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:	202-370-4756		
Email:	ipteam@cogencyglobal.com		
Correspondent Name:	Jay daSilva		
Address Line 1:	1025 Vermont Ave NW, Suite 1130		
Address Line 2:	COGENCY GLOBAL INC.		
Address Line 4:	Washington, D.C. 20005		
ATTORNEY DOCKET NUMBER:	1296818 TM		
NAME OF SUBMITTER:	Alicia Vellante		
SIGNATURE:	/Alicia Vellante/		
DATE SIGNED:	01/05/2021		

Total Attachments: 7

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FIRST AMENDMENT TO INTELLECTUAL PROPERTY SECURITY AGREEMENT

This First Amendment to Intellectual Property Security Agreement (this "Amendment") is made as of December 2, 2020, by and between **SILICON VALLEY BANK**, a California corporation, with its principal place of business at 3003 Tasman Drive, Santa Clara, California 95054 ("Bank") and **PLACEIQ, INC.**, a Delaware corporation, with its principal place of business located at 1065 Avenue of the Americas, Floor 18, New York, New York 10018 ("Grantor").

Recitals

A. Grantor and Bank have previously entered into that certain Amended and Restated Loan and Security Agreement dated as of January 23, 2019, as amended by a certain First Loan Modification Agreement dated as of May 31, 2019, as further amended by a certain Second Loan Modification Agreement dated as of October 22, 2019, as further amended by a certain Third Loan Modification Agreement dated as of March 17, 2020, and as further amended by a certain Fourth Loan Modification Agreement dated as of the date hereof.

B. To secure its obligations and liabilities to Bank, Grantor has previously granted Bank a security interest in the Intellectual Property Collateral pursuant to that certain Intellectual Property Security Agreement dated as of June 11, 2015 (as may be amended, modified, restated, replaced, or supplemented from time to time, the "IP Security Agreement"). Capitalized terms used but not otherwise defined herein shall have the same meaning as in the IP Security Agreement.

C. Grantor and Bank have agreed to enter into this Amendment.

NOW, THEREFORE, GRANTOR AND BANK AGREE AS FOLLOWS:

A. MODIFICATION TO THE IP SECURITY AGREEMENT. Exhibit A, Exhibit B and Exhibit C to the IP Security Agreement are hereby deleted in their entirety and replaced with Exhibit A, Exhibit B and Exhibit C attached hereto.

B. RATIFICATION OF IP SECURITY AGREEMENT. Grantor hereby ratifies, confirms and reaffirms, all and singular, the terms and conditions of the IP Security Agreement, and acknowledges, confirms and agrees that the IP Security Agreement contains an accurate and complete listing of all Intellectual Property Collateral and shall remain in full force and effect.

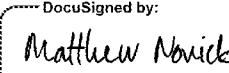
C. COUNTERSIGNATURE. This Amendment shall become effective only when it shall have been executed by Grantor and Bank.

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IN WITNESS WHEREOF, the parties hereto have caused this Amendment to be executed as of the date first above written.

GRANTOR:

PLACEIQ, INC.

By: DocuSigned by:

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Name: Matthew Novick

Title: Chief Operating Officer

BANK:

SILICON VALLEY BANK

By: DocuSigned by:

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Name: Mike Bozicas

Title: Vice President

EXHIBIT A

Copyrights

Description

Registration/
Application
Number

Registration/
Application
Date

None.

EXHIBIT B

Patents

Description

Registration/
Application
Number

Registration/
Application
Date

See excel file.

Case Ref	Application Date	Application No	Country	Title	Property Type	Category Description	Case Status	Publication Date	Publication No.	Registration Date	Registration No.
034470-0437388	1/4/2013	13/734674	United States of America	APPARATUS AND METHOD FOR PROFILING USERS	Patent	Regular	Registered	7/16/2013		7/16/2013	8489596
034470-0437391	6/14/2013	13/918576	United States of America	APPARATUS AND METHOD FOR PROFILING USERS	Patent	Continuation	Registered	7/10/2014	US 2014-0195530	3/1/2016	9275114
034470-0445021	1/28/2016	15/009053	United States of America	APPARATUS AND METHOD FOR PROFILING USERS	Patent	Continuation	Registered	5/26/2016	US 2016-0147790	11/1/2016	9483498
034470-0437400	7/17/2014	14/334066	United States of America	MATCHING ANONYMIZED USER IDENTIFIERS ACROSS DIFFERENTLY ANONYMIZED DATA SETS	Patent	Regular	Registered	1/22/2015	US 2015-0026181	3/7/2017	9589280
034470-0446265	3/20/2016	15/075179	United States of America	GEOLOCATION DATA ANALYTICS ON MULTI-GROUP POPULATIONS OF USER COMPUTING DEVICES	Patent	Continuation in Part	Registered	7/14/2016	US 2016-0203211	3/7/2017	9589048
034470-0440277	1/3/2014	2015-551773	Japan	APPARATUS AND METHOD FOR PROFILING USERS	Patent	PCT National Phase	Registered	12/11/2017		1/19/2018	6275745
034470-0449009	10/22/2016	15/331845	United States of America	BRANCHING MOBILE-DEVICE TO SYSTEM-NAMESPACE IDENTIFIER MAPPINGS	Patent	Regular	Registered	2/9/2017	US 2017-0039242	7/31/2018	10088968
034470-0446458	3/31/2016	15/086378	United States of America	EXPEDITING PATTERN MATCHING QUERIES AGAINST TIME SERIES DATA	Patent	Continuation in Part	Registered	7/21/2016	US 2016-0210332	10/2/2018	10089367
034470-0443773	10/19/2015	14/886841	United States of America	SCRIPTING DISTRIBUTED, PARALLEL PROGRAMS	Patent	Regular	Registered	4/21/2016	US 2016-0112531	2/26/2019	10218808
034470-0440625	7/17/2015	14/802020	United States of America	ANALYZING MOBILE-DEVICE LOCATION HISTORIES TO CHARACTERIZE CONSUMER BEHAVIOR	Patent	Regular	Registered	1/21/2016	US 2016-0019465	3/19/2019	10235683
034470-0437857	3/24/2015	14/667371	United States of America	LOCATION-BASED ANALYTIC PLATFORM AND METHODS	Patent	Continuation in Part	Registered	7/16/2015	US 2015-0199699	4/16/2019	10262330
034470-0439228	5/11/2016	15/152157	United States of America	PROBABILISTIC CROSS-DEVICE PLACE VISITATION RATE MEASUREMENT AT SCALE	Patent	Continuation in Part	Registered	9/1/2016	US 2016-0253689	6/11/2019	10318973
034470-0446783	4/28/2016	15/140762	United States of America	INFERRING CONSUMER AFFINITIES BASED ON SHOPPING BEHAVIORS WITH UNSUPERVISED MACHINE LEARNING MODELS	Patent	Continuation in Part	Registered	8/18/2016	US 2016-0239857	9/17/2019	10417653
034470-0446722	5/4/2016	15/146605	United States of America	ANALYZING CONSUMER BEHAVIOR BASED ON LOCATION VISITATION	Patent	Regular	Registered	8/25/2016	US 2016-0247175	9/24/2019	10423973
034470-0454914	10/17/2017	15/786115	United States of America	DEVICE DWELL GRAPHS	Patent	Regular	Registered	2/8/2018	US 2018-0040011	3/17/2020	10592914
034470-0456036	11/29/2017	15/825809	United States of America	SYSTEM AND METHOD TO COLLECT DEVICE LOCATION CONTEXT WITHOUT THE COLLECTION OF RAW, DETAILED LOCATION DATA AT SCALE	Patent	Regular	Registered	5/31/2018	US 2018-0152836	3/31/2020	10609554
034470-0461688	9/1/2018	16/120250	United States of America	MEASURING RETAIL VISITATION AMOUNTS BASED ON LOCATIONS SENSED BY MOBILE DEVICES	Patent	Continuation	Registered	5/2/2019	US 2019-0130426	6/9/2020	10679231
034470-0451139	1/26/2017	15/416711	United States of America	MATCHING ANONYMIZED USER IDENTIFIERS ACROSS DIFFERENTLY ANONYMIZED DATA SETS	Patent	Continuation	Registered	5/25/2017	US 2017-0147606	9/22/2020	10783172
034470-0460261	6/25/2018	16/017413	United States of America	BRANCHING MOBILE-DEVICE TO SYSTEM-NAMESPACE IDENTIFIER MAPPINGS	Patent	Continuation	Registered	10/25/2018	US 2018-0310121	11/17/2020	10841743
034470-0440276	1/3/2014	14735147.2	European Patent Office	APPARATUS AND METHOD FOR PROFILING USERS	Patent	PCT National Phase	Published	11/11/2015	2941750		

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REEL: 007135 FRAME: 0138

Case Ref	Application Date	Application No	Country	Title	Property Type	Category Description	Case Status	Publication Date	Publication No.	Registration Date	Registration No.
034470-0503528	2/28/2019	16/289552	United States of America	LOCATION-BASED ANALYTIC PLATFORM AND METHODS	Patent	Continuation	Published	6/27/2019	US 2019-0197570		
034470-0504588	4/24/2019	16/393708	United States of America	PROBABILISTIC CROSS-DEVICE PLACE VISITATION RATE MEASUREMENT AT SCALE	Patent	Continuation	Published	8/15/2019	US 2019-0251585		
034470-0506129	3/2/2020	62/984151	United States of America	CHARACTERIZING GROUPS BASED ON GEOLOCATIONS REPORTED BY POPULATIONS OF	Patent	Provisional	Pending				
034470-0506131	3/2/2020	62/984152	United States of America	MOBILE COMPUTING DEVICES CHARACTERIZING GEOGRAPHIC AREAS BASED ON GEOLOCATIONS REPORTED BY POPULATIONS OF	Patent	Provisional	Pending				
034470-0506337	8/6/2019	16/533489	United States of America	MOBILE COMPUTING DEVICES INTERFERING CONSUMER AFFINITIES BASED ON SHOPPING BEHAVIORS WITH UNSUPERVISED MACHINE LEARNING MODELS	Patent	Continuation	Published	5/21/2020	US 2020-0160363		
034470-0506389	8/8/2019	16/536207	United States of America	ANALYZING CONSUMER BEHAVIOR BASED ON LOCATION VISITATION	Patent	Continuation	Published	5/21/2020	US 2020-0160364		
034470-0508777	2/5/2020	16/782999	United States of America	DEVICE DWELL GRAPHS	Patent	Continuation	Published	9/10/2020	US 2020-0286111		
034470-0510062	2/19/2020	16/793381	United States of America	SYSTEM AND METHOD TO COLLECT DEVICE LOCATION CONTEXT WITHOUT THE COLLECTION OF RAW, DETAILED LOCATION DATA AT SCALE	Patent	Continuation	Published	8/6/2020	US 2020-0252794		
034470-0514690	8/7/2020	16/898545	United States of America	MATCHING ANONYMIZED USER IDENTIFIERS ACROSS DIFFERENTLY ANONYMIZED DATA SETS	Patent	Continuation	Pending				
034470-0515673	10/15/2020	17/071804	United States of America	BRANCHING MOBILE-DEVICE TO SYSTEM-NAMESPACE IDENTIFIER MAPPINGS	Patent	Continuation	Pending				

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REEL: 007135 FRAME: 0139

EXHIBIT C

Trademarks

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
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PLACEIQ, INC.

Trademark Registrations and Applications

<u>Trademark</u>	<u>Application/Registration</u>	<u>Agency</u>
Landmark	Reg. No. 5681121	U.S. Patent and Trademark Office
Smart Market Area	App. Serial No. 87864593	U.S. Patent and Trademark Office
PVR	Reg. No. 4708730	U.S. Patent and Trademark Office
PlaceIQ	Reg. No. 4891558	U.S. Patent and Trademark Office
PlaceIQ	Reg. No. 16074037	China Trademark Office
PlaceIQ	Reg. No. 16074038	China Trademark Office
PlaceIQ	Reg. No. 013613047	European Union Intellectual Property Office

Revised 1/5/2020

