

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM753242

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
YIELDMO, INC.		08/31/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	COMERICA BANK		
Street Address:	39200 W. SIX MILE ROAD		
City:	LIVONIA		
State/Country:	MICHIGAN		
Postal Code:	48152		
Entity Type:	TEXAS BANKING ASSOCIATION: TEXAS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	97230964	CINEGLASS	
Serial Number:	97230793	CONTEXTUAL REIMAGINED	
CORRESPONDENCE DATA			
Fax Number:	2028427899		
<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:	2027762269		
Email:	pkarmire@cooley.com		
Correspondent Name:	Perky L. Karmire		
Address Line 1:	c/o Cooley, LLP		
Address Line 2:	1299 PENNSYLVANIA AVENUE, NW, Suite 700		
Address Line 4:	Washington, D.C. 20004		
ATTORNEY DOCKET NUMBER:	036703.1776		
NAME OF SUBMITTER:	Perky I. karmire		
SIGNATURE:	/s/ Perky L. Karmire		
DATE SIGNED:	09/02/2022		
Total Attachments: 5			
source=First Amendment to A&R IPSA -Yieldmo, Inc. (08.2022) (executed)#page1.tif			
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**FIRST AMENDMENT
TO
AMENDED AND RESTATED
INTELLECTUAL PROPERTY SECURITY AGREEMENT**

This First Amendment to Amended and Restated Intellectual Property Security Agreement is entered into as of August 31, 2022 (this "Amendment") by and among COMERICA BANK, a Texas banking association ("Bank") and YIELDMO, INC., Delaware corporation ("Grantor").

RECITALS

Grantor and Bank are parties to that certain Amended and Restated Intellectual Property Security Agreement dated as of February 5, 2021, as amended from time to time (the "IPSA"). The parties are entering into a Third Amendment to Amended and Restated Loan and Security Agreement dated as of even date hereof (the "Third Amendment"). In connection with the Third Amendment, the parties desire to amend the IPSA in accordance with the terms of this Amendment.

NOW, THEREFORE, the parties agree as follows:

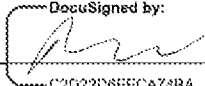
1. Exhibit B (Patents) to the IPSA is hereby replaced in its entirety with that attached hereto as Exhibit B.
2. Exhibit C (Trademarks) to the IPSA is hereby replaced in its entirety with that attached hereto as Exhibit C.
3. Unless otherwise defined, all initially capitalized terms in this Amendment shall be as defined in the IPSA. The IPSA, as amended hereby, shall be and remain in full force and effect in accordance with its respective terms and hereby is ratified and confirmed in all respects. Except as expressly set forth herein, the execution, delivery, and performance of this Amendment shall not operate as a waiver of, or as an amendment of, any right, power, or remedy of Bank under the IPSA, as in effect prior to the date hereof. Grantors ratify and reaffirm the continuing effectiveness of all agreements entered into in connection with the IPSA.
4. This Amendment may be executed in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one instrument.

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IN WITNESS WHEREOF, the undersigned have executed this Amendment as of the first date above written. Grantor also acknowledges and agrees that Grantor's electronic signature below indicates Grantor's agreement to, and intention to be legally bound by, all of the terms and conditions of this Amendment. If Bank determines in its sole discretion that the Amendment has not been timely executed by Grantor, then the Amendment shall be considered null and void. Grantor hereby agrees that Bank shall not have any liability of any nature or kind to any loan party, including, but not limited to Grantor, in connection therewith.

**GRANTOR:
YIELDMO, INC.**

Address of Grantor:
1 Tara Boulevard, Suite 200
Nashua, NH 03062
Attn: Chief Financial Officer

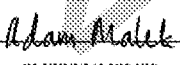
DocuSigned by:
By: 
C2D22D8FEC874BA...

Name: Rick Eaton
Title: Chief Financial Officer, Corporate Treasurer

**BANK:
COMERICA BANK**

Address of Bank:

m/c 7578
39200 W. Six Mile Road
Livonia, MI 48152
Attn: Livonia Operations Center

DocuSigned by:
By: 
B96E1DD713082476...

Name: Adam Malek
Title: Vice President

EXHIBIT B

Patents

Description	Patent / Application Number	Issue / Application Date
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* 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 PATENT 9,779,067	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, hyperscroller-broadened, pull + window, switch + lookbook, windowplay, elevator. US covers hyperscroller, pull, and window. US2 covers hyperplay and closed-loop video within hyperplay. Describes our approach to playing through frames of video in response to user interaction.	PRV 62/197,929 PATENTS 9,852,759 10,789,983 9,966,109 10,789,984 10,832,729 10,832,730 US 17/039,961	7/28/2015 7/22/2016 3/22/2017 11/17/2017 11/17/2017 3/27/2018
Caching web pages to correct state loss in back-forward caching in mobile Safari on iOS.	PRV 62/200,606*	8/3/2015
Will cover an approach to jumping outside of our placement iframe to create an immersive overlay of an ad experience.	PRV 62/375,228 US 15/677,259	8/15/2016 8/15/2017
Describes the technologies and methods that define our architecture for modular formats.	PRV 62/424,953 PATENTS 10,063,937 10,306,336	11/21/2016 11/7/2017
360 video ads in iframe. Unique engagement metrics based on what user viewed in 360 video.	PRV 62/474,549*	3/21/2017
"impact score" Sum of pixels viewed over time	PRV 62/552,901* US 16/119,819 US2 17/033,540	8/31/17 08/31/18 09/25/20
"static asset transformation" Extracting features from 300 x 250 static ad and transforming into multiple interactive formats. Preemptive remote generation + real-time generation at device.	US 15/872,688 US2 16/857,139	1/16/2018 04/23/20
"AI" Artificial intelligence methods for intelligently predicting user engagement with ads; leveraging engagement predictions to customize ads for certain outcomes (click-through, brand lift, etc.)	PRV 62/678,194* US 16/427,303 US2 16/933,799	5/30/2018 05/30/2019 06/20/20

"pinger" Data collection. In-stream aggregation of 200ms pings from ads on webpages (or in apps). In-stream transformation of pings into scroll events, time spent, impact score, viewability, etc.	PRV 62/694,419* US 16/504,201	7/5/2018 07/05/2019
"design: carousel advertising" (design patent)	PATENT D793,424 D793,424	12/13/2015 6/19/2017
"design: ticker advertisement" (design patent)	PATENT D810,754	3/10/2016
"design: stacked advertisement"	PATENT D785,643	3/9/2016
"cookie-less targeting + VCR"	PRV 62/984,224	03/04/2020
"pinhole"	PRV 63/040,694	06/18/2020
"OTT: over-the-top / connected TV"	PRV 63/040,477	06/17/2020
Method for serving interactive digital advertising content within a streaming platform	PATENT 11,405,667	08/02/2022
Method for modeling digital advertisement consumption	PATENT 11,367,103	06/21/2022
System and method for serving interactive advertising content with responsive animation	PATENT 11,244,103	2/08/2022

*This application has been abandoned.

EXHIBIT C**Trademarks**

Description	Registration/ Serial Number	Registration/ Application Date
YIELDMO	4,755,727	06/16/2015
YIELDMO (w/color)	4,461,377 (abandoned)	01/7/2014
SAVING THE WORLD FROM BAD MOBILE ADS	4,764,742	06/30/2015
EXPECT MORE FROM MOBILE ADVERTISING	4,901,514	02/16/2016
DATA BY DESIGN	5,507,870	07/03/2018
EMP	87/712,088 (abandoned)	12/07/2017
YM	5,652,995	01/15/2019
PINHOLE	90067186	07/22/2020
MAKING ATTENTION ACTIONABLE	90067137	07/22/2020
HYPERSROLLER	90067073	07/22/2020
AEROS ATTENTION ANALYTICS	90067007	07/22/2020
PNGR INTELLIGENCE	90236192	10/05/2020
PNGR	90236135	10/05/2020
ZINE	90236112	10/05/2020
WINDOWPLAY	90236082	10/05/2020
TICKER	90236069	10/05/2020
PULL	90236041	10/05/2020
MEGASHOPPER	90236012	10/05/2020
MAINSTAGE	90232795	10/02/2020
FLEXPLAY	90232776	10/02/2020
FLEXCARD	90232755	10/02/2020
FLEXBANNER	90232737	10/02/2020
CAROUSEL	90232716	10/02/2020
CINEGLASS	97230964	01/21/2022
Contextual Reimagined	97230793	01/21/2022