

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM837899

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Enterprise Bank		09/05/2023	National Banking Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	VIDEOMINING CORPORATION		
Street Address:	403 S. ALLEN STREET		
Internal Address:	SUITE 104		
City:	State College		
State/Country:	PENNSYLVANIA		
Postal Code:	16801		
Entity Type:	Corporation: DELAWARE		
Name:	VIDEOMINING, LLC		
Also Known As:	AKA VMC ACQ., LLC		
Street Address:	403 S. ALLEN STREET		
Internal Address:	SUITE 104		
City:	State College		
State/Country:	PENNSYLVANIA		
Postal Code:	16801		
Entity Type:	Limited Liability Company: PENNSYLVANIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77353606	VIDEOMINING	
Serial Number:	77311092	THE POWER TO SEE MORE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	4122974900		
Email:	angela.heukeshoven@dentons.com		
Correspondent Name:	Angela Heukeshoven Dentons Cohen & Grigs		
Address Line 1:	625 Liberty Avenue		

CH \$65.00 77353606

Address Line 4:	Pittsburgh, PENNSYLVANIA 15222
ATTORNEY DOCKET NUMBER:	029807.0009
NAME OF SUBMITTER:	Angela Heukeshoven
SIGNATURE:	/Angela Heukeshoven/
DATE SIGNED:	09/08/2023
Total Attachments: 5 source=Videomining PTO release 9-5-23#page1.tif source=Videomining PTO release 9-5-23#page2.tif source=Videomining PTO release 9-5-23#page3.tif source=Videomining PTO release 9-5-23#page4.tif source=Videomining PTO release 9-5-23#page5.tif	

**RELEASE AND TERMINATION OF SECURITY INTEREST
IN INTELLECTUAL PROPERTY**

This RELEASE and TERMINATION is made this 5th day of September, 2023, by ENTERPRISE BANK, a regional bank with an address of 4091 Mt. Royal Boulevard, Allison Park, Pennsylvania 15101 (hereinafter "Bank").

WHEREAS, **VIDEOMINING CORPORATION**, a Delaware corporation ("Videomining Corp"), **VIDEOMINING, LLC** (formerly known as **VMC ACQ., LLC**), a Pennsylvania limited liability company ("Videomining LLC" and together with Videomining Corp, the "Borrower"), and Bank entered into that certain Assumption and Commercial Security Agreement (the "Security Agreement") as of December 10, 2021, and a Notice of Grant of Security Interest in Patents and Trademarks was recorded in the United States Patent and Trademark Office on December 20, 2021, at Reel 7536, Frame 0035 and at Reel 058430, Frame 0273, in which Borrower granted a security interest to Bank in the Trademarks, Patents and Patent Applications identified in Exhibit A attached hereto.

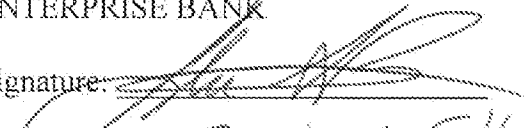
WHEREAS, Bank has agreed to release its rights and security interests in the Trademarks, Patents and Patent Applications identified in Exhibit A attached hereto.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, Bank hereby releases and terminates all rights that it was granted in the Security Agreement including the security interest granted in those Trademarks, Patents and Patent Applications identified in Exhibit A attached hereto, and further requests that the empowered officials of the United States Patent and Trademark Office and that the empowered officials of all other governments, to note in the record, the termination and release of the Security Agreement and the security interest in and to all Patents and Trademarks, including the Trademarks, Patents and Patent Applications identified in Exhibit A attached hereto.

IN WITNESS WHEREOF, Bank, by a duly authorized officer thereof, has caused this Release and Termination to be duly executed as of the date indicated below.

Date: 9/5/2023

ENTERPRISE BANK

Signature: 

Printed Name: Joseph A Fidler

Title: Sr. V.P. / In-House Counsel

**Exhibit A
TRADEMARKS**

Mark	Serial No.	Reg. No.	Reg. Date	Status
VIDEOMINING	77/353,606	3,479,937	09/05/2008	Live
THE POWER TO SEE MORE	77/311,092	3,852,007	09/28/2010	Dead

PATENTS AND PATENT APPLICATIONS

Patent No.	Appl. No.	Title
7,319,779	11/004,299	Classification of humans into multiple age categories from digital images
7,505,621	10/972,316	Demographic classification using image components
7,848,548	11/811,614	Method and system for robust demographic classification using pose independent model from sequence of face images
7,912,246	12/011,748	Method and system for determining the age category of people based on facial images
7,957,565	12/079,901	Method and system for recognizing employees in a physical space based on automatic behavior analysis
7,987,111	11/978,021	Method and system for characterizing physical space based on automatic demographics measurement
8,009,863	12/215,877	Method and system for analyzing shopper behavior using multiple sensor tracking
8,010,402	12/386,654	Method for augmenting transaction data with visually extracted demographics of people using computer vision
8,027,521	12/079,276	Method and system for robust human gender recognition using facial feature localization
8,098,888	12/011,650	Method and system for automatic analysis of the trip of people in a retail space using multiple cameras
8,189,926	11/999,656	Method and system for automatically analyzing categories in a physical space based on the visual characterization of people

8,219,438	12/215,879	Method and system for measuring shopper response to products based on behavior and facial expression
8,254,633	12/386,656	Method and system for finding correspondence between face camera views and behavior camera views
8,295,597	12/075,089	Method and system for segmenting people in a physical space based on automatic behavior analysis
8,325,982	12/460,818	Method and system for detecting and tracking shopping carts from videos
8,351,647	12/002,398	Automatic detection and aggregation of demographics and behavior of people
8,379,937	12/286,233	Method and system for robust human ethnicity recognition using image feature-based probabilistic graphical models
8,380,558	11/999,717	Method and system for analyzing shopping behavior in a store by associating RFID data with video-based behavior and segmentation data
8,412,656	12/583,080	Method and system for building a consumer decision tree based on in-store behavior analysis
8,433,612	12/079,624	Method and system for measuring packaging effectiveness using video-based analysis of in-store shopper response
8,520,906	12/283,595	Method and system for age estimation based on relative ages of pair-wise facial images of people
8,577,705	12/317,918	Method and system for rating the role of a product category in the performance of a store area
8,812,344	12/459,283	Method and system for determining the impact of crowding on retail performance
9,161,084	13/998,392	Method and system for media audience measurement by viewership extrapolation
9,317,785	14/257,816	Method and system for determining ethnicity category of facial images based on multi-level primary and auxiliary classifiers
9,740,977	12/455,295	Method and system for recognizing the intentions of shoppers in retail aisles based on their trajectories

9,747,497	12/386,655	Method and system for rating in-store media elements
10,083,358	15/220,052	Association of unique person to point-of-sale transaction data
10,198,625	15/081,859	Association of unique person to a mobile device using repeat face image matching
10,217,120	14/692,446	Method and system for in-store shopper behavior analysis with multi-modal sensor fusion
10,262,331	15/011,442	Cross-channel in-store shopper behavior analysis
10,296,936	12/283,606	Method and system for measuring effectiveness of a marketing campaign on digital signage
10,354,262	15/171,873	Brand-switching analysis using longitudinal tracking at at-shelf shopper behavior
10,387,896	15/140,283	At-shelf brand strength tracking and decision analytics
10,614,294	11/818,554	Association of mobile device to retail transaction
10,614,436	15/247,324	Method and system for measuring viewership of people for displayed object
10,713,670	14/986,386	Method and system for finding correspondence between point-of-sale data and customer behavior data
10,963,893	15/051,629	Personalized decision tree based on in-store behavior analysis
11,004,093	12/459,281	Method and system for detecting shopping groups based on trajectory dynamics
N/A	12/220,076	Method and system for collecting shopper response data tied to marketing and merchandising elements
N/A	12/228,409	Method and system rating the strength of a brand in attracting shoppers relative to a product category
N/A	12/313,459	Method and system for evaluating content for digital displays by measuring viewer responses by demographic segments
N/A	13/999,280	Method and system for measuring in-store location effectiveness based on shopper response
N/A	14/513,696	Method and system for robust person tracking using mobile signal and video analytics

N/A	14/984,180	Method and system for creating anonymous shopper panel using multi-modal sensor fusion
N/A	15/004,457	Method and system for measuring the effectiveness of In-store marketing campaign