

PATENT ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.1

|                            |  |
|----------------------------|--|
| SUBMISSION TYPE:           | NEW ASSIGNMENT   |
| NATURE OF CONVEYANCE:      | RELEASE BY SECURED PARTY   |
| CONVEYING PARTY DATA       |  |
| Name                       | Execution Date   |
| COMERICA BANK              | 02/26/2010   |
| RECEIVING PARTY DATA       |  |
| Name:                      | AUDIENCESCIENCE, INC. fka Revenue Science, Inc. fka Digimine, Inc. fka MinePoint.com, Inc. |
| Street Address:            | 11250 Kirkland Way   |
| Internal Address:          | Suite 201  |
| City:                      | Kirkland   |
| State/Country:             | WASHINGTON   |
| Postal Code:               | 98033  |
| PROPERTY NUMBERS Total: 14 |  |
| Property Type              | Number   |
| Patent Number:             | 6785666  |
| Patent Number:             | 6871196  |
| Patent Number:             | 7051029  |
| Patent Number:             | 6993529  |
| Patent Number:             | 7107338  |
| Patent Number:             | 7117193  |
| Patent Number:             | 6917972  |
| Patent Number:             | 7194477  |
| Application Number:        | 10320091   |
| Patent Number:             | 6873981  |
| Application Number:        | 10320171   |
| Application Number:        | 10320288   |
| Patent Number:             | 7299195  |
| Patent Number:             | 7035925  |

CH \$560.00 6785666

PATENT

501109972

REEL: 024023 FRAME: 0574

**CORRESPONDENCE DATA**

Fax Number: (858)550-6420

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 858-550-6403

Email: erin.obrien@cooley.com

Correspondent Name: Erin O'Brien

Address Line 1: c/o Cooley Godward Kronish, LLP

Address Line 2: 4401 Eastgate Mall

Address Line 4: San Diego, CALIFORNIA 92121

ATTORNEY DOCKET NUMBER:

036703-1112 AUDIENCESCIEN

NAME OF SUBMITTER:

Erin O'Brien

Total Attachments: 3

source=AudienceScience signed IP release#page1.tif

source=AudienceScience signed IP release#page2.tif

source=AudienceScience signed IP release#page3.tif

## RELEASE OF SECURITY INTEREST

This Release of Security Interest is made as of February 26, 2010 by COMERICA BANK, a Texas banking association, successor in interest to Imperial Bank ("Bank") in favor of AudienceScience, a Washington Corporation, formerly known as Revenue Science, Inc, formerly known as Digimine, Inc, and formerly known as MinePoint.com, Inc, with its principal place of business at 11250 Kirkland Way, Suite 201, Kirkland, WA 98033 ("Company").

### Recital


WHEREAS, COMPANY assigned certain interests in the patents and trademarks described on Exhibits A and B and attached hereto, respectively (collectively, the "Intellectual Property") to BANK under an Intellectual Property Security Agreement dated as of March 2, 2001, and recorded with the US Patent and Trademark Office as set forth on Exhibits A and B.

WHEREAS, COMPANY has satisfied all its obligations to BANK in the Intellectual Property Security Agreement, and BANK wishes to release its security interest in the Intellectual Property.

### Agreement

Now Therefore, BANK agrees that it terminates and releases its security interest in the Intellectual Property and reassigns to COMPANY, without warranty or recourse, all interest of BANK in the Intellectual Property.

BANK: COMERICA BANK



Michael S. Sak  
Assistant Vice President  
February 26, 2010

Address:  
Comerica Bank  
CLS Collateral Services, MC 7575  
39200 Six Mile Road  
Livonia, MI 48152

## EXHIBIT A

### PATENTS

|   |                             |                                |                              |
|---|-----------------------------|--------------------------------|------------------------------|
| <b>Patent #:</b> <u>6785666</u>   | <b>Issue Dt:</b> 08/31/2004 | <b>Application #:</b> 09613847 | <b>Filing Dt:</b> 07/11/2000 |
| <b>Title:</b> METHOD AND SYSTEM FOR PARSING NAVIGATION INFORMATION  |                             |                                |                              |
| <b>Patent #:</b> <u>6871196</u>   | <b>Issue Dt:</b> 03/22/2005 | <b>Application #:</b> 09751366 | <b>Filing Dt:</b> 12/29/2000 |
| <b>Title:</b> VISUALIZING AUTOMATICALLY GENERATED SEGMENTS  |                             |                                |                              |
| <b>Patent #:</b> <u>7051029</u>   | <b>Issue Dt:</b> 05/23/2006 | <b>Application #:</b> 09755971 | <b>Filing Dt:</b> 01/05/2001 |
| <b>Title:</b> IDENTIFYING AND REPORTING ON FREQUENT SEQUENCES OF EVENTS IN USAGE DATA                         |                             |                                |                              |
| <b>Patent #:</b> <u>6993529</u>   | <b>Issue Dt:</b> 01/31/2006 | <b>Application #:</b> 09872867 | <b>Filing Dt:</b> 06/01/2001 |
| <b>Title:</b> IMPORTING DATA USING METADATA   |                             |                                |                              |
| <b>Patent #:</b> <u>7107338</u>   | <b>Issue Dt:</b> 09/12/2006 | <b>Application #:</b> 10005183 | <b>Filing Dt:</b> 12/05/2001 |
| <b>Title:</b> PARSING NAVIGATION INFORMATION TO IDENTIFY INTERACTIONS BASED ON THE TIMES OF THEIR OCCURRENCES |                             |                                |                              |
| <b>Patent #:</b> <u>7117193</u>   | <b>Issue Dt:</b> 10/03/2006 | <b>Application #:</b> 10005224 | <b>Filing Dt:</b> 12/05/2001 |
| <b>Title:</b> PARSING NAVIGATION INFORMATION TO IDENTIFY OCCURRENCES OF EVENTS OF INTEREST                    |                             |                                |                              |
| <b>Patent #:</b> <u>6917972</u>   | <b>Issue Dt:</b> 07/12/2005 | <b>Application #:</b> 10007646 | <b>Filing Dt:</b> 12/05/2001 |
| <b>Title:</b> PARSING NAVIGATION INFORMATION TO IDENTIFY OCCURRENCES CORRESPONDING TO DEFINED CATEGORIES      |                             |                                |                              |
| <b>Patent #:</b> <u>7194477</u>   | <b>Issue Dt:</b> 03/20/2007 | <b>Application #:</b> 10187392 | <b>Filing Dt:</b> 06/28/2002 |
| <b>Title:</b> OPTIMIZED A PRIORI TECHNIQUES   |                             |                                |                              |
| <b>Patent #:</b> NONE   | <b>Issue Dt:</b>            | <b>Application #:</b> 10320091 | <b>Filing Dt:</b> 12/16/2002 |
| <b>Publication #:</b> <u>US20030126111</u>  | <b>Pub Dt:</b> 07/03/2003   |                                |                              |
| <b>Title:</b> Method and system for parsing navigation information  |                             |                                |                              |
| <b>Patent #:</b> <u>6873981</u>   | <b>Issue Dt:</b> 03/29/2005 | <b>Application #:</b> 10320092 | <b>Filing Dt:</b> 12/16/2002 |
| <b>Publication #:</b> <u>US20030144988</u>  | <b>Pub Dt:</b> 07/31/2003   |                                |                              |
| <b>Title:</b> METHOD AND SYSTEM FOR PARSING NAVIGATION INFORMATION  |                             |                                |                              |
| <b>Patent #:</b> NONE   | <b>Issue Dt:</b>            | <b>Application #:</b> 10320171 | <b>Filing Dt:</b> 12/16/2002 |
| <b>Publication #:</b> <u>US20030120670</u>  | <b>Pub Dt:</b> 06/26/2003   |                                |                              |
| <b>Title:</b> Method and system for parsing navigation information  |                             |                                |                              |
| <b>Patent #:</b> NONE   | <b>Issue Dt:</b>            | <b>Application #:</b> 10320288 | <b>Filing Dt:</b> 12/16/2002 |
| <b>Publication #:</b> <u>US20030131081</u>  | <b>Pub Dt:</b> 07/10/2003   |                                |                              |
| <b>Title:</b> Method and system for parsing navigation information  |                             |                                |                              |
| <b>Patent #:</b> <u>7299195</u>   | <b>Issue Dt:</b> 11/20/2007 | <b>Application #:</b> 11049228 | <b>Filing Dt:</b> 02/01/2005 |
| <b>Title:</b> ACCEPTING BIDS TO ADVERTISE TO USERS PERFORMING A SPECIFIC ACTIVITY                             |                             |                                |                              |
| <b>Patent #:</b> <u>7035925</u>   | <b>Issue Dt:</b> 04/25/2006 | <b>Application #:</b> 11149036 | <b>Filing Dt:</b> 06/08/2005 |
| <b>Title:</b> PARSING NAVIGATION INFORMATION TO IDENTIFY INTERACTIONS BASED ON THE TIMES OF THEIR             |                             |                                |                              |

Bank's security interest recorded at the US Patent and Trademark Office on January 23, 2008 at Reel and Frame Number 20393/0843.

**EXHIBIT B**

**TRADEMARKS**

|   |                              |                              |                            |
|---|------------------------------|------------------------------|----------------------------|
| <b>Serial #:</b> <u>78248729</u>                      | <b>Filing Dt:</b> 05/12/2003 | <b>Reg #:</b> <u>2973310</u> | <b>Reg. Dt:</b> 07/19/2005 |
| <b>Mark:</b> REVENUE SCIENCE                          |                              |                              |                            |
| <b>Serial #:</b> <u>78304226</u>                      | <b>Filing Dt:</b> 09/23/2003 | <b>Reg #:</b> <u>3013930</u> | <b>Reg. Dt:</b> 11/08/2005 |
| <b>Mark:</b> DELIVER THE AUDIENCE. DRIVE THE REVENUE. |                              |                              |                            |
| <b>Serial #:</b> <u>78422145</u>                      | <b>Filing Dt:</b> 05/20/2004 | <b>Reg #:</b> NONE           | <b>Reg. Dt:</b>            |
| <b>Mark:</b> TRUSTED PRIVACY                          |                              |                              |                            |
| <b>Serial #:</b> <u>78485702</u>                      | <b>Filing Dt:</b> 09/17/2004 | <b>Reg #:</b> <u>3116103</u> | <b>Reg. Dt:</b> 07/18/2006 |
| <b>Mark:</b>  |                              |                              |                            |
| <b>Serial #:</b> <u>78485706</u>                      | <b>Filing Dt:</b> 09/17/2004 | <b>Reg #:</b> <u>3116104</u> | <b>Reg. Dt:</b> 07/18/2006 |
| <b>Mark:</b>  |                              |                              |                            |
| <b>Serial #:</b> <u>78500189</u>                      | <b>Filing Dt:</b> 10/14/2004 | <b>Reg #:</b> <u>3319619</u> | <b>Reg. Dt:</b> 10/23/2007 |
| <b>Mark:</b> BEHAVIORAL SYNDICATION                   |                              |                              |                            |
| <b>Serial #:</b> <u>78500195</u>                      | <b>Filing Dt:</b> 10/14/2004 | <b>Reg #:</b> NONE           | <b>Reg. Dt:</b>            |
| <b>Mark:</b> BEHAVIORAL SYNDICATION NETWORK           |                              |                              |                            |
| <b>Serial #:</b> <u>78869571</u>                      | <b>Filing Dt:</b> 04/25/2006 | <b>Reg #:</b> NONE           | <b>Reg. Dt:</b>            |
| <b>Mark:</b> TRUECLICK                                |                              |                              |                            |
| <b>Serial #:</b> <u>78869576</u>                      | <b>Filing Dt:</b> 04/25/2006 | <b>Reg #:</b> NONE           | <b>Reg. Dt:</b>            |
| <b>Mark:</b> SEARCH RE-TARGETING                      |                              |                              |                            |

Bank's security interest recorded at the US Patent and Trademark Office on January 23, 2008 at Reel and Frame Number 3702/0141.

|                                  |                              |                              |                            |
|----------------------------------|------------------------------|------------------------------|----------------------------|
| <b>Serial #:</b> <u>76022282</u> | <b>Filing Dt:</b> 04/10/2000 | <b>Reg #:</b> <u>2817734</u> | <b>Reg. Dt:</b> 02/24/2004 |
| <b>Mark:</b> DIGIMINE            |                              |                              |                            |
| <b>Serial #:</b> <u>76022283</u> | <b>Filing Dt:</b> 04/10/2000 | <b>Reg #:</b> NONE           | <b>Reg. Dt:</b>            |
| <b>Mark:</b> DIGIMINE.COM        |                              |                              |                            |

Bank's security interest recorded at the US Patent and Trademark Office on March 2, 2001 at Reel and Frame Number 2245/0369.

**PATENT**

**RECORDED: 03/04/2010**

**REEL: 024023 FRAME: 0578**