

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT												
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Assignors for Release of Security Interest previously recorded on Reel 024842 Frame 0190. Assignor(s) hereby confirms the Steven CHADDICK and Michael SECKLER are also Assignors with the Signatory parties having authority to act on their behalf.												
CONVEYING PARTY DATA													
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>KINETIC VENTURE VIII, L.P.</td><td>08/12/2010</td></tr><tr><td>NUMBER 3 INVESTMENT PARTNERS, LLLP</td><td>08/12/2010</td></tr><tr><td>MIMES, LLC</td><td>08/12/2010</td></tr><tr><td>STEVEN CHADDICK</td><td>08/12/2010</td></tr><tr><td>MICHAEL SECKLER</td><td>08/12/2010</td></tr></tbody></table>		Name	Execution Date	KINETIC VENTURE VIII, L.P.	08/12/2010	NUMBER 3 INVESTMENT PARTNERS, LLLP	08/12/2010	MIMES, LLC	08/12/2010	STEVEN CHADDICK	08/12/2010	MICHAEL SECKLER	08/12/2010
Name	Execution Date												
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STEVEN CHADDICK	08/12/2010												
MICHAEL SECKLER	08/12/2010												
RECEIVING PARTY DATA													
<table border="1"><tr><td>Name:</td><td>VERTICALY ACUITY, INC.</td></tr><tr><td>Street Address:</td><td>2859 PACES FERRY ROAD, SUITE 1810</td></tr><tr><td>City:</td><td>ATLANTA</td></tr><tr><td>State/Country:</td><td>GEORGIA</td></tr><tr><td>Postal Code:</td><td>30339</td></tr></table>		Name:	VERTICALY ACUITY, INC.	Street Address:	2859 PACES FERRY ROAD, SUITE 1810	City:	ATLANTA	State/Country:	GEORGIA	Postal Code:	30339		
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CORRESPONDENCE DATA													
Fax Number: (703)773-5200 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone: 7037734141													
Email: bert.lee@dlapiper.com													
Correspondent Name: Lisa Norton													
Address Line 1: P.O. Box 2758													
Address Line 4: Reston, VIRGINIA 20195													
ATTORNEY DOCKET NUMBER:	366643-000001												

OP \$40.00 12367968

501277913

PATENT
REEL: 024918 FRAME: 0685

NAME OF SUBMITTER:

Bert Lee

Total Attachments: 9

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TO:LISA NORTON COMPANY:P.O. BOX 2758

PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.108/16/2010
501263262

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY										
CONVEYING PARTY DATA											
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Kinetic Venture VIII, L.P.</td><td>08/12/2010</td></tr><tr><td>Number 3 Investment Partners, LLLP</td><td>08/12/2010</td></tr><tr><td>Mimes, LLC</td><td>08/12/2010</td></tr></tbody></table>		Name	Execution Date	Kinetic Venture VIII, L.P.	08/12/2010	Number 3 Investment Partners, LLLP	08/12/2010	Mimes, LLC	08/12/2010		
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Mimes, LLC	08/12/2010										
RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>Vertical Acuity, Inc.</td></tr><tr><td>Street Address:</td><td>2859 Paces Ferry Road, Suite 1810</td></tr><tr><td>City:</td><td>Atlanta</td></tr><tr><td>State/Country:</td><td>GEORGIA</td></tr><tr><td>Postal Code:</td><td>30339</td></tr></table>		Name:	Vertical Acuity, Inc.	Street Address:	2859 Paces Ferry Road, Suite 1810	City:	Atlanta	State/Country:	GEORGIA	Postal Code:	30339
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NAME OF SUBMITTER:	Bert Lee										
Total Attachments: 5 source=Vertical-Acuity-Release#page1.tif source=Vertical-Acuity-Release#page2.tif											

QIP \$40.00 12367968

TO:LISA NORTON COMPANY:P.O. BOX 2758

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RELEASE OF SECURITY INTEREST

THIS RELEASE OF SECURITY INTEREST (this "Release") is made as of August 12, 2010 by Kinetic Ventures VIII, L.P., Number 3 Investment Partners, LLLP, and Mimes, LLC, on behalf of all Purchasers (as defined in the Loan Agreement) (collectively, together with their successors and assigns, if any, the "Grantees").

WHEREAS, pursuant to the terms and conditions of Secured Convertible Promissory Notes issued pursuant to an Amended and Restated Bridge Loan Agreement (the "Loan Agreement") between the Grantor and the Grantees, dated April 14, 2010, Vertical Acuity, Inc. (the "Grantor") granted to the Grantees a continuing security interest in all right, title and interest of the Grantor in, to and under the Company's patents and the applications and registrations thereof (including, without limitation those listed on Schedule A attached hereto, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (the "Collateral").


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantee hereby terminates the security interest, and hereby terminates, cancels and releases any and all security interests it has against the Collateral.

Grantees represent and warrant that: (i) they have the full power and authority to execute this Release; (ii) they have not assigned, transferred, restricted or otherwise encumbered any security interest they have against the Collateral; (iii) they have not recorded or otherwise evidenced their security interest with respect to the Collateral, other than those of the foregoing set forth on Schedule A (attached hereto), in any jurisdiction throughout the world;

Each Grantee hereby authorizes counsel for Grantor to file any (i) UCC-3 termination statements evidencing the termination of any liens on the Collateral with the appropriate secretary of state office, and (ii) any termination statements evidencing the termination of any liens on the Collateral with the USPTO filing. Further, Grantees shall at Grantor's expense, take all further actions, and provide to Grantor, their successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), reasonably requested by Grantor to more fully and effectively effectuate the purposes of this Release, including without limitation, making any of the above referenced termination filings.


IN WITNESS WHEREOF, Grantees have caused this Release to be executed as
of August 11 2010

Kinetic Ventures VIII, L.P.

By: 
Name: NELSON CHU
Title: MANAGING DIRECTOR

STATE OF Georgia)
) SS.
COUNTY OF Fulton)

On this 13th day of Aug, there appeared before me Nelson Chu, personally
known to me, who acknowledged that he signed the foregoing Release as his voluntary act and
deed on behalf and with full authority of KINETIC VENTURES VIII


Notary Public

Notary Public, Fulton County, Georgia
My Commission Expires June 3, 2011

MIMES, LLC

By: [Signature]
Name: I. Sigmund Mosley
Title: Member

STATE OF GEORGIA)
) SS.
COUNTY OF DEKALB)

On this 12th day of August, 2010, there appeared before me I. Sigmund Mosley, personally known to me, who acknowledged that he signed the foregoing Release as his voluntary act and deed on behalf and with full authority of MIMES, LLC.



[Signature]
Notary Public

Number 3 Investment Partners, LLLP

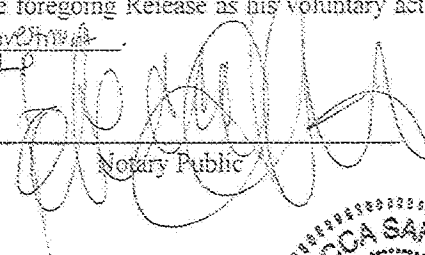
By: 

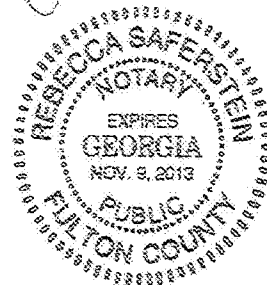
Name: Gregg Freishiat

Title: Member

STATE OF Georgia)
COUNTY OF Fulton) SS.

On this 12th day of August, there appeared before me Rebecca Saferstein, personally known to me, who acknowledged that he signed the foregoing Release as his voluntary act and deed on behalf and with full authority of Number 3 Investment Partners, LLLP.


Notary Public



SCHEDULE A TO RELEASE OF A SECURITY INTEREST

Patent Applications

	<u>Serial #</u>	<u>Filing Date</u>
Systems and Methods for Identifying and Measuring Trends in Consumer Content Demand Within Vertically Associated Websites and Related Content	12367968	2/9/09

Patents

<u>Serial #</u>	<u>Filing Date</u>
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