

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT2858191

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NOTICE OF GRANT OF SECURITY INTEREST IN PATENTS
CONVEYING PARTY DATA	
Name	Execution Date
SPECIFIC MEDIA LLC	09/06/2013
RECEIVING PARTY DATA	
Name:	BANK OF AMERICA, N.A., AS ADMINISTRATIVE AGENT
Street Address:	1455 MARKET STREET
Internal Address:	MAIL CODE: CA5-701-05-19
City:	SAN FRANCISCO
State/Country:	CALIFORNIA
Postal Code:	94106
PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	61944925
Application Number:	14223676
CORRESPONDENCE DATA	
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Address Line 4:	MORRISVILLE, NORTH CAROLINA 27560
ATTORNEY DOCKET NUMBER:	031558-272
NAME OF SUBMITTER:	JOHN E. SLAUGHTER
SIGNATURE:	/John E. Slaughter/
DATE SIGNED:	05/14/2014
Total Attachments: 4	
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PATENT	

NOTICE
OF
GRANT OF SECURITY INTEREST
IN
PATENTS

United States Patent and Trademark Office

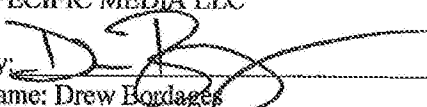
Ladies and Gentlemen:

Please be advised that pursuant to the Security and Pledge Agreement dated as of September 6, 2013 (as the same may be amended, modified, restated or supplemented from time to time, the "Security and Pledge Agreement") by and among the Grantors from time to time party thereto (each a "Grantor" and collectively, the "Grantors") and Bank of America, N.A., as Administrative Agent (the "Administrative Agent") for the Secured Parties referenced therein, the undersigned Grantor has granted a continuing security interest in and continuing lien upon, the patents, patent licenses and patent applications set forth on Schedule 1 attached hereto to the Administrative Agent for the ratable benefit of the Secured Parties.

The undersigned Grantor and the Administrative Agent, on behalf of the Secured Parties, hereby acknowledge and agree that the security interest in the patents, patent licenses and patent applications set forth on Schedule 1 attached hereto (i) may only be terminated in accordance with the terms of the Security and Pledge Agreement and (ii) is not to be construed as an assignment of any patent, patent license or patent application.

Very truly yours,

SPECIFIC MEDIA LLC

By: 
Name: Drew Bordages
Title: SVP, General Counsel

Acknowledged and Accepted:

BANK OF AMERICA, N.A.,
as Administrative Agent

By: _____
Name:
Title:

IP NOTICE - PATENTS
SPECIFIC MEDIA LLC
MAY 2014

PATENT
REEL: 032909 FRAME: 0698

Acknowledged and Accepted:

BANK OF AMERICA, N.A.,
as Administrative Agent

By 

Name: Julie Yamauchi

Title: Senior Vice President

SPECIFIC MEDIA LLC
NOTICE OF GRANT OF SECURITY INTEREST IN PATENTS

... PATENT
REEL: 032909 FRAME: 0699

Schedule I

Specific Media LLC
(California Limited Liability Company)

U.S. Patents

Pending Applications

Title	Appl. No.	Filing Date
CROWD SOURCED DATA EDITING/VOTING TOOL	61944925	02/26/14
INTERNET CONNECTED HOUSEHOLD IDENTIFICATION FOR ONLINE MEASUREMENT & DYNAMIC CONTENT DELIVERY	14223676	03/24/14