

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT2993658

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST

## CONVEYING PARTY DATA

Name	Execution Date
ESCALATE CAPITAL PARTNERS SBIC I, L.P.	08/22/2014

## RECEIVING PARTY DATA

<b>Name:</b>	DSTILLERY INC.
<b>Street Address:</b>	37 E 18TH STREET
<b>Internal Address:</b>	9TH FLOOR
<b>City:</b>	NEW YORK
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10003

## PROPERTY NUMBERS Total: 11

Property Type	Number
Application Number:	12118216
Application Number:	12191412
Application Number:	12700728
Application Number:	13945158
Application Number:	13973405
Application Number:	13850099
Application Number:	13906006
Application Number:	14209453
Application Number:	13492569
Application Number:	13830495
Application Number:	14043610

## CORRESPONDENCE DATA

**Fax Number:** (214)932-6499

*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.*

**Phone:** 214-932-6400

**Email:** sshernandez@mcguirewoods.com

**Correspondent Name:** NAM H. HUYNH

**Address Line 1:** 2000 MCKINNEY AVENUE, SUITE 1400

**Address Line 2:** MCGUIREWOODS LLP

**Address Line 4:** DALLAS, TEXAS 75201

PATENT

<b>ATTORNEY DOCKET NUMBER:</b>	2067509-0001
<b>NAME OF SUBMITTER:</b>	NAM H. HUYNH
<b>SIGNATURE:</b>	/Nam H. Huynh/
<b>DATE SIGNED:</b>	08/22/2014
<b>Total Attachments: 5</b> source=Dstillery Escalate IP Release 2014 08 22#page1.tif source=Dstillery Escalate IP Release 2014 08 22#page2.tif source=Dstillery Escalate IP Release 2014 08 22#page3.tif source=Dstillery Escalate IP Release 2014 08 22#page4.tif source=Dstillery Escalate IP Release 2014 08 22#page5.tif	

**RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY**

THIS RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY (this "Release") is made this 22<sup>nd</sup> day of AUGUST, 2014, by ESCALATE CAPITAL PARTNERS SBIC I, L.P. (together with its successors and assigns, "**Lender**").

WHEREAS, reference is made to that certain Loan and Security Agreement dated as of March 28, 2014, by and between DSTILLERY INC., a Delaware corporation ("**Borrower**"), and Lender; all capitalized terms used herein but not otherwise defined herein shall have the meanings ascribed thereto in such Loan and Security Agreement; and

WHEREAS, under the Loan and Security Agreement, Borrower granted Lender a continuing security interest in all of the right, title and interest of Borrower in and to the intellectual property collateral identified therein (the "**IP Collateral**").

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Lender hereby irrevocably and forever releases and terminates its security interest in and to the IP Collateral arising thereunder including, without limitation, the intellectual property described in Schedules A, B, and C hereto. Further, Lender understands and agrees that this Release may be recorded by or for Borrower with the United States Patent and Trademark Office and any other similar office or agency throughout the world. Lender also agrees to execute any other documents and take any further action reasonably necessary in any jurisdiction that Borrower may reasonably require to effect the intent and purpose of this Release.

This Release shall be governed by and construed in accordance with the laws of the State of California without regard to conflicts of law principles.

**[SIGNATURE PAGE FOLLOWS]**

IN WITNESS WHEREOF, the undersigned has executed this Release as of the day and year first above written.

Address of Lender:

300 West Sixth Street  
Suite 2230  
Austin, Texas 78701

ESCALATE CAPITAL PARTNERS SBIC I, L.P.,  
a Delaware limited partnership

By: Escalate SBIC Capital Management, LLC,  
its general partner

By: Simon James

Name: SIMON JAMES

Title: MEMBER

**SCHEDULE A**  
Copyrights

<u>Description</u>	<u>Registration Number</u>	<u>Registration Date</u>
None		

**SCHEDULE B**

## Patents

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
Methods and Systems for Providing Social Networking – based Advertisements	12/118,216	05/09/2008
Social Targeting – Systems and Methods for Targeting Online Advertisements Using Data Derived from Social Networks	12/191,412	08/14/2008
Content Landscape – Privacy-Sensitive Methods, Systems and Media for Targeting Online Advertisements Using Brand Affinity Modeling	12/700,728	02/05/2010
Inventory Scoring – Methods, Systems and Media for Bid Optimization and Inventory Scoring	13/945,158	07/18/2013
Bid Lock – Methods, Systems and Media for Inhibiting Advertising Collisions	13/973,405	08/22/2013
Penalty Box – Methods, Systems and Media for Filtering Forced Traffic from Internet Data	13/850,099	03/25/2013
Fraud Detection – Methods, Systems and Media for Detecting Non-Intended Traffic Using Co-Visitation Networks	13/906,006	05/30/2013
UTS-MV – Automated System for Simultaneous Multi-Task User Sampling, Data Engineering and Ensemble Learning	14/209,453	03/13/2013
Geo Social Network – Privacy-Sensitive Methods, Systems, and Media for Geo-Social Targeting	13/492,569	07/2012
HyperLocal – Methods, Systems and Media for Determining Location Information from Real-Time Bid Requests	13/830,495	03/2013
Conversion Tracking – Systems, Methods, and Media for Mobile Advertising Conversion Attribution	14/043,610	10/2012
Systems and methods for collecting and using mobile Geo-Location Data for Relevant Ad Targeting Trademarks	N/A	N/A

**SCHEDULE C**  
**Trademarks**

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
DSTILLERY	86/021,906	07/29/2013
KREENO	85/925,711	05/07/2013
PROSPECTRANK	4320604	04/16/2013
BRANDSIGNAL	4320603	04/16/2013
SOCIAL SIGNATURE	4103306	02/21/2012
SOCIALSENSE	77/791,161	07/28/2009
MEDIA6°	77/905,927	01/06/2010
SOCIAL TARGETING	3671261	08/18/2009
SCRM	3700170	10/20/2009
SOCIAL INSIGHTS	3703244	10/27/2009
SOCIAL GRAPH TARGETING	3652860	07/07/2009
SOCIAL AUDIENCE	3652859	07/07/2009
SOCIAL GRAPH ADVERTISING PLATFORM	3652858	07/07/2009
MEDIA6°	77/602,183	10/28/2008
HOUSTON	4357800	06/25/2013
EVERYSCREEN	4357798	06/25/2013