

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4398017

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST
CONVEYING PARTY DATA	
Name	Execution Date
VISIBLE MEASURES CORP.	03/31/2017
RECEIVING PARTY DATA	
Name:	SILICON VALLEY BANK
Street Address:	3003 TASMAN DRIVE
Internal Address:	HG 150
City:	SANTA CLARA
State/Country:	CALIFORNIA
Postal Code:	95054
PROPERTY NUMBERS Total: 4	
Property Type	Number
Application Number:	13798645
Application Number:	13947682
Application Number:	14293177
Application Number:	14867077
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>	
Email:	mhurst@kmlaw.com
Correspondent Name:	J. MICHAEL HURST
Address Line 1:	1 EAST 4TH STREET
Address Line 2:	SUITE 1400
Address Line 4:	CINCINNATI, OHIO 45202
NAME OF SUBMITTER:	J. MICHAEL HURST
SIGNATURE:	/j. michael hurst/
DATE SIGNED:	05/04/2017
This document serves as an Oath/Declaration (37 CFR 1.63).	
Total Attachments: 10	
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CONFIRMATION OF GRANT OF SECURITY INTEREST

This will confirm that, pursuant to an Amended and Restated Loan and Security Agreement, dated as of March 31, 2017 and an Intellectual Property Security Agreement, dated as of March 31, 2017 (as each may be amended, restated or supplemented from time to time, collectively the **“Agreements”**) between, inter alios, Visible Measures Corp., a Delaware corporation (hereinafter referred to as **“Visible Measures”**), whose full post office address is 181 Bay Street, Suite 320, Toronto, Ontario, Canada M5J 2T3 and Silicon Valley Bank (hereinafter referred to as **“SVB”**), a California-chartered bank, with its principal place of business at 3003 Tasman Drive, HG 150, Santa Clara, California 95054 and with a loan production office located at 8020 Towers Crescent Drive, Suite 475, Vienna, VA 22182, and for good and valuable consideration, the receipt and sufficiency of which are hereby confirmed and acknowledged, Visible Measures confirms that it has granted to SVB, a security interest, lien and charge in all of Visible Measures’ right, title and interest in and to the intellectual property listed in the Schedule attached hereto, including, without limitation, copyrights registrations, trademark applications and registrations, patent applications and the issued patents and any and all divisions, reissues and re-examinations therefrom, the same to be held and enjoyed by SVB, strictly subject to the terms of the Agreements.

This Confirmation shall be governed by and construed in accordance with the laws of the state of New York and the federal laws of the United States of America applicable therein.

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EXECUTED at Toronto this 31st day of March, 2017.

VISIBLE MEASURES CORP.

By:
Name:
Title:

I have authority to bind the Corporation

[Signature Page – Confirmation of Grant of Security Interest – Visible Measures Corp.]

SCHEDULE OF INTELLECTUAL PROPERTY

See Attached.

List of all patented or registered Intellectual Property, including Internet domain name registrations

Item	Type	Jurisdiction	Patent No.
DISTRIBUTED CAPTURE AND AGGREGATION OF DYNAMIC APPLICATION USAGE INFORMATION	Patent	US	7/356,590
METHOD AND SYSTEM FOR DETERMINING VIEWING TIME OF AN ONLINE VIDEO	Patent	US	7/930,391
DISTRIBUTED CAPTURE AND AGGREGATION OF DYNAMIC APPLICATION USAGE INFORMATION	Patent	US	8/135,827
REMOTE INVOCATION MECHANISM FOR LOGGING	Patent	US	8/495,204
DISTRIBUTED CAPTURE AND AGGREGATION OF DYNAMIC APPLICATION USAGE INFORMATION	Patent	US	8/626,908
METHOD AND SYSTEM FOR INTERNET VIDEO AND RICH MEDIA BEHAVIORAL MEASUREMENT	Patent	US	8/745,647
IDENTIFICATION OF USER SEGMENTS BASED ON VIDEO VIEWERSHIP ACTIVITY AND ANALYSIS	Patent	US	9/148,706
REMOTE INVOCATION MECHANISM FOR LOGGING	Patent	US	9/578,089
Based on PCT/US06/26337; DISTRIBUTED CAPTURE AND AGGREGATION OF DYNAMIC APPLICATION USAGE INFORMATION	Patent	Japan	5354776
Based on PCT/US06/26337; DISTRIBUTED CAPTURE AND AGGREGATION OF DYNAMIC APPLICATION USAGE INFORMATION	Patent	Korea	10-1300360
Based on PCT/US06/26337; DISTRIBUTED CAPTURE AND AGGREGATION OF DYNAMIC APPLICATION USAGE INFORMATION	Patent	China	ZL 200680033282.9
INTERNETVIDEOAUTHORITY.NET	Internet domain	-	-
INTERNETVIDEOAUTHORITY.TV	Internet domain	-	-
MYVIEWABLE.COM	Internet domain	-	-
NETVIDEOAUTHORITY.COM	Internet domain	-	-
NETVIDEOAUTHORITY.NET	Internet domain	-	-
NETVIDEOAUTHORITY.ORG	Internet domain	-	-
NETVIDEOAUTHORITY.TV	Internet domain	-	-
THEINTERNETVIDEOAUTHORITY.COM	Internet domain	-	-
THEINTERNETVIDEOAUTHORITY.NET	Internet domain	-	-
THEINTERNETVIDEOAUTHORITY.TV	Internet domain	-	-
VIDGRADER.COM	Internet domain	-	-
VIDMETER.COM	Internet domain	-	-
VIDMETRIX.COM	Internet domain	-	-
VIDRATER.COM	Internet domain	-	-
VIEWABILITY.NET	Internet domain	-	-
VIEWABLE.COM	Internet domain	-	-
VIEWABLEMEDIA.COM	Internet domain	-	-
VIEWABLEMEDIA.NET	Internet domain	-	-
VIEWABLETV.COM	Internet domain	-	-
VIEWABLETV.US	Internet domain	-	-
VISIBLE.CC	Internet domain	-	-
VISIBLEAUDIENCE.COM	Internet domain	-	-
VISIBLEDASHBOARD.COM	Internet domain	-	-
VISIBLEDISTRIBUTION.COM	Internet domain	-	-
VISIBLEINSIGHTS.COM	Internet domain	-	-
VISIBLEM.COM	Internet domain	-	-
VISIBLEMEASUREMENT.COM	Internet domain	-	-

VISIBLEMEASURES.BIZ	Internet domain	-	-
VISIBLEMEASURES.COM	Internet domain	-	-
VISIBLEMEASURES.NET	Internet domain	-	-
VISIBLEMEASURES.ORG	Internet domain	-	-
VISIBLEMEASURES.TV	Internet domain	-	-
VISIBLEPLATFORM.COM	Internet domain	-	-
VISIBLEVIDEO.COM	Internet domain	-	-
VISUALMEASURES.COM	Internet domain	-	-
VMCBOT.COM	Internet domain	-	-
VMEASURES.COM	Internet domain	-	-
VMRATING.COM	Internet domain	-	-
VMRATINGS.COM	Internet domain	-	-
VMTRENDS.COM	Internet domain	-	-

List of all pending patent applications or other applications for registration of Intellectual Property

Item	Type	Jurisdiction	Application No.	Patent No.	Status
AUTOMATED VIDEO CAMPAIGN BUILDING	Pending Patent Application	US	20140270542	13/798,645	Publications - Issue Fee Payment Received
IN-STREAM VIDEO ADVERTISING USING A USER-CHOICE-BASED AD UNIT	Pending Patent Application	US	20150026715	13/947,682	Non-Final Rejection
METHOD AND SYSTEM FOR INTERNET VIDEO AND RICH MEDIA BEHAVIORAL MEASUREMENT	Pending Patent Application	US	20140304724	14/293,177	Non-Final Rejection
IDENTIFICATION OF USER SEGMENTS BASED ON VIDEO VIEWERSHIP ACTIVITY AND ANALYSIS	Pending Patent Application	US	20160255415	14/867,077	Awaiting Next Office Action
DISTRIBUTED CAPTURE AND AGGREGATION OF DYNAMIC APPLICATION USAGE INFORMATION	Pending Patent Application	Canada	2657487		Application Abandoned

List of all trade or corporate names and all material registered and unregistered trademarks and service marks

Item	Type	Jurisdiction	Status	Application No.	Registration No.
CHOICE-BASED MEDIA	Trademark	Canada	Registered	1/546,224	895041
CHOICE-BASED MEDIA	Trademark	India	Pending	-	-
CHOICE-BASED MEDIA	Trademark	Japan	Registered	-	-
CHOICE-BASED MEDIA	Trademark	US	Registered	8/5287,123	4675606
CHOICE-BASED MEDIA (Stylized and/or design)	Trademark	EU	Registered	-	-
CHOICEVIEW	Trademark	Canada	Allowed	1/652,532	
CHOICEVIEW	Trademark	China, EU, Japan, Korea	Registered	-	-
EARNED MEDIA ATTRIBUTION	Trademark	EU	Registered	-	-
EARNED MEDIA ATTRIBUTION	Trademark	Canada	Registered	1/512,846	874394
EARNED MEDIA ATTRIBUTION	Trademark	US	Registered	8/5287,117	4219662
EARNED MEDIA ATTRIBUTION	Trademark	India	Pending	-	-
EARNED MEDIA NETWORK	Trademark	EU	Registered	-	-

EARNED MEDIA NETWORK	Trademark	Canada	Registered	1/546,220	874564
EARNED MEDIA NETWORK	Trademark	US	Registered	85/287,122	4119780
EARNED MEDIA NETWORK (Stylized and/or design)	Trademark	Australia	Published	-	-
EARNED MEDIA POTENTIAL	Trademark	Canada	Registered	1/546,223	895038
EARNED MEDIA POTENTIAL	Trademark	China, EU, Japan, Korea	Registered	-	-
EARNED MEDIA POTENTIAL	Trademark	India	Pending	-	-
EARNED MEDIA POTENTIAL	Trademark	US	Registered	85/287,119	4782142
FABRIC	Trademark	Canada	Registered	1/702,376	937224
FABRIC	Trademark	EU	Published	-	-
FABRIC	Trademark	US	Registered	86/283,638	4726520
FABRIC (Stylized and/or design) – Version 1	Trademark	EU	Pending	-	-
FABRIC (Stylized and/or design) – Version 1	Trademark	Canada	Pending	1/702,417	-
FABRIC (Stylized and/or design) – Version 1	Trademark	US	Pending	86/283,672	-
FABRIC (Stylized and/or design) – Version 1	Trademark	EU	Published	-	-
FABRIC (Stylized and/or design) – Version 1	Trademark	US	Registered	86/283,668	4742198
FABRIC (Stylized and/or design) – Version 3	Trademark	Canada	Registered	1/702,374	937225
FABRIC (Stylized and/or design) – Version 3	Trademark	EU	Published	-	-
GROSS ENGAGEMENT INDEX	Trademark	EU	Registered	-	-
GROSS ENGAGEMENT POINT	Trademark	China, EU, Korea	Registered	-	-
INSTREAM CHOICE	Trademark	China, EU, Korea	Registered	-	-
INTERNET VIDEO AUTHORITY	Trademark	US	Registered	77/190,338	4002641
NATIVE CHOICE	Trademark	EU, Korea	Registered	-	-
NATIVE SELECT	Trademark	Canada	Pending	1/728,298	-
NATIVE SELECT – class 9	Trademark	US	Pending	86/456,093	-
NATIVE SELECT – class 42	Trademark	US	Registered	86/480,828	4,785,766
SHARE OF ATTENTION	Trademark	Canada	Pending	1/728,297	-
SHARE OF ATTENTION – class 35	Trademark	US	Pending	86/499,468	-
SHARE OF ATTENTION – class 42	Trademark	US	Pending	86/499,466	-
SHARE OF CHOICE	Trademark	Australia, China, Japan, Korea	Registered	-	-
SHARE OF CHOICE	Trademark	Canada	Registered	1/512,845	874393
SHARE OF CHOICE	Trademark	US	Registered	85/093,434	4158367
SHARE OF CHOICE	Trademark	India	Pending	-	-
SKIPSTREAM	Trademark	Canada, China, EU, Japan, Korea, US	Unfiled	-	-
THE VIDEO AD NETWORK OF CHOICE FOR ADVERTISERS	Trademark	US	Registered	85/287,124	4119781
TRUE REACH	Trademark	Canada	Registered	1/642,045	912185
TRUE REACH	Trademark	China, Japan, Korea	Registered	-	-
TRUE REACH	Trademark	US	Registered	77,518,366	4060317

TRUE REACH	Trademark	EU, UK	Pending	-	-
V VISIBLEMEASURES (Stylized and/or with design)	Trademark	China, EU, Japan, Korea	Registered	-	-
V VISIBLEMEASURES (Stylized and/or with design)	Trademark	US	Registered	86/263,135	4655845
V VISIBLEMEASURES (Stylized and/or with design)	Trademark	Canada	Registered	1/694,440	940827
V VISIBLEMEASURES (Stylized and/or with design)	Trademark	India	Pending	-	-
VIDEO ENGAGEMENT INDEX	Trademark	EU, Japan	Registered	-	-
VIDMETER	Trademark	US	Allowed	86/376,740	-
VIDWORKS	Trademark	Australia, China, EU, India, Japan, Korea	Registered	-	-
VIEWABILITY	Trademark	Canada	Registered	1/546,218	895036
VIEWABILITY	Trademark	China, EU, Japan, Korea	Registered	-	-
VIEWABILITY	Trademark	India	Pending	-	-
VIEWABILITY	Trademark	US	Pending	86/442,318	-
VIEWABILITY INDEX	Trademark	Canada	Published	1/642,044	-
VIEWABILITY INDEX	Trademark	China, EU, Japan, Korea	Registered	-	-
VIEWABLE	Trademark	Canada	Registered	1/546,221	895037
VIEWABLE	Trademark	China, Japan	Registered	-	-
VIEWABLE MEDIA	Trademark	Canada	Registered	1/546,225	895047
VIEWABLE MEDIA	Trademark	Japan	Registered	-	-
VIEWABLE MEDIA	Trademark	US	Registered	85/287,120	4478440
VIEWABLE MEDIA (Stylized and/or design)	Trademark	Canada	Registered	1/642,039	903571
VIEWABLE MEDIA (Stylized and/or design)	Trademark	US	Registered	86/135,639	4556028
VIEWABLE MEDIA (Stylized and/or design)	Trademark	EU, Japan	Registered	-	-
VIRAL REACH DATABASE	Trademark	US	Registered	77/518,376	4060318
VISIBLE MEASURES	Trademark	Australia, China, EU, Japan, Korea	Registered	-	-
VISIBLE MEASURES	Trademark	Canada	Registered	1/486,638	812728
VISIBLE MEASURES	Trademark	US	Registered	77,166,690	3493442
VISIBLE MEASURES	Trademark	India	Pending	-	-
VISIBLE MEASURES (Stylized and/or design)	Trademark	Australia, UK	Registered	-	-
VISIBLE MEASURES (Stylized and/or design)	Trademark	US	Registered	77/818,666	3777533
VISIBLE MEASURES (Stylized and/or design)	Trademark	EU, Japan	Pending	-	-
VISIBLE MEASURES (Stylized and/or design)	Trademark	Canada	Registered	1/486,636	810066
VISIBLE MEASURES FABRIC (Stylized and/or design) – Version 2	Trademark	Canada	Registered	1/702,422	936847
VISIBLE MEASURES FABRIC (Stylized and/or design) – Version 2	Trademark	EU	Published	-	-
VISIBLE MEASURES FABRIC	Trademark	US	Published	86/283,665	-

(Stylized and/or design) – Version 2					
VISIBLE MEASURES FABRIC	Trademark	Canada	Pending	1/702,427	-
(Stylized and/or design) – Version 4					
VISIBLE MEASURES FABRIC	Trademark	US	Registered	86/283,624	4737850
(Stylized and/or design) – Version 4					
VISIBLE MEASURES FABRIC	Trademark	EU	Published	-	-
(Stylized and/or design) – Version 4					
VISIBLE MEASURES VMX	Trademark	Canada	Pending	1/702,439	-
VISIBLE MEASURES VMX	Trademark	EU	Published	-	-
VISIBLE MEASURES VMX	Trademark	US	Allowed	86/283629	-
VISIBLE MEASURES VMX	Trademark	US	Allowed	86/283637	-
VISIBLE MEASURES VMX (Stylized and/or design) – Version 1	Trademark	Canada	Pending	1/702,443	-
VISIBLE MEASURES VMX (Stylized and/or design) – Version 1	Trademark	EU	Published	1/702,443	-
VISIBLE MEASURES VMX (Stylized and/or design) – Version 1 class 35	Trademark	US	Pending	86/283,660	-
VISIBLE MEASURES VMX (Stylized and/or design) – Version 1 class 42	Trademark	US	Pending	86/283,655	-
VISIBLE MEASURES VMX (Stylized and/or design) – Version 2	Trademark	Canada	Pending	1/702,450	-
VISIBLE MEASURES VMX (Stylized and/or design) – Version 2	Trademark	EU	Published	-	-
VISIBLE MEASURES VMX (Stylized and/or design) – Version 2 class 35	Trademark	US	Pending	86/283,649	-
VISIBLE MEASURES VMX (Stylized and/or design) – Version 2 class 42	Trademark	US	Pending	86/283,645	-
VISIBLECAMPAIGN	Trademark	US	Registered	77/518,372	4125743
VISIBLESUITE	Trademark	US	Registered	77/518,370	4125742
VTV	Trademark	US	Registered	86/155,078	4620036
VTV (Stylized and/or design)	Trademark	Canada	Allowed	1666956	-

List of all computer software owned by the Company, etc.

Item	Description
ad-ops	UI application for managing publishers, placements, and ad campaigns
ad-previewer-crx	Part of a tool used by campaign managers to preview ads
ad-server	High capacity ad server
ad-units	Javascript/HTML5 code for embedding ad players
Arizona	UI application for branded video campaign organization
Auth	Single sign on system
automation	Library for automated testing and verification
capistrano-vmc	Library of tools used to deploy software
castle	Library used to provide web api to event streaming system
central-buffer	Core buffer service for event streaming system
chef-repo	Core library used to provision and deploy servers
comscore_java	Core library for communicating with Comscore's services
contagion	UI application for doing earned media planning
conveyor_belt	Library used within Fabric ecosystem
cookies	Library used on serveral services to process web cookies
dactar	Core libraries used in event processing
Dash	UI application for managing and monitoring passive data collection system
data-api	API service for True Reach data
data-quality	Library for automated data quality processing
delbot	UI application for diagnosing campaign delivery issues
docportal	UI application for managing and sharing documention
eventcodec	Library for validating and marshaling events of different types
fabric	UI application for managing and reporting on ad campaigns
filter	Library used to do bot filtering in ad serving and event logging
geoip	Geolocation service that wraps Quova/Neustar
hazmat_rb	Ruby library for communicating with event streaming system
html5-video-player	HTML5 end-user video ad player
html5-vpaid-client	HTML5 end-user VPAID/VAST video ad player
instream-preview-utility	UI tool for previewing instream ads
java-commons	Core library used with ad servers, event processing, and loggers
jenkins-conf	Custom configuration backup for build system
K2	Custom schema for production business intelligence databases
kestrel-client	Library used to communicate with event streaming system
logger2	High capacity event logging server
moat_api_client	Custom library for communicating with Moat's API
on_ramp	Library used within Fabric ecosystem
ops-scripts	Custom scripts used in deploying and monitoring systems
opt-out	HTML5 code used to opt out of advertising cookies
paas-images	Custom configuration and code for building PaaS machines and services
paas-meta	Service used to manage PaaS metadata
paas-services	Tools for managing service discovery for PaaS
Phoenix-Database	Custom schema for production passive data collection databases
phoenix-dist	Core services supporting passive data collection system
phoenix-explorer	Scripts and tasks used in passive data collection system
phoenix-utils	Utilities used in passive data collection system
pixelbuilder	UI tool for building campaign measurement pixels
plaza	Library used within Fabric ecosystem
product-gallery-2	UI application for previewing and demoing ad players
radegast	Core real-time delivery data store
remote-as3	Library used in Flash ad players
remote-js	Library used in HTML5 ad players

rest_area	Library used within Fabric ecosystem
rs	Core data reporting service used with passive data collection system
segvault	User segment management service
sensu	Library used within PaaS environment
Site-Config	Library of site-specific configurations for passive data collection system
smaug	Core service for managing domain-level information
smaug-client	Library used in UI tools that connects with Smaug service
SSO	Library used in UI tools and services that connects with auth service
still	UI application and core data reporting service
still-lib	Library used within Still
storm-proc	Core topologies and bolts for real-time event processing service
tanker	Core supply-management service, used with Fabric
tanker-client	Library used in UI tools that connects with Tanker service
traffic-cop	UI tool for testing third-party ad tags
trucker	Core campaign-management service
trucker-client	Library used in UI tools that connects with Trucker service
truereach	UI application for showing TrueReach data
tweetstream	Service used to stream tweets to ad players
unity	UI application for showing ad charts on corporate website
user-agent-parser	Library used on serveral services to parse user agents
vertica-monitor	Custom scripts used to monitor Vertica databases
vpaid-skip-preroll	Flash end-user VPAID/VAST video ad player
vtvweb	UI application for publicly exposing video ad campaign view counts
wagon	Custom scripts and tools for debugging and troubleshooting
zodiac	Service used to do Zookeeper orchestration and discovery

List of all Intellectual Property licensed to the Company under the Intellectual Property Agreements, etc.

Item	Description	Intellectual Property Agreement
HighCharts Library	Licensed charting library for use in HTML5 applications	Standard-License-Agreement-7.0.pdf
Neustar IP Intelligence Service	Licensed geo-location service	Neustar IP Intelligence (MSA-SvcOrder)_2015-Aug-11.pdf
DoubleVerify Service	Licensed inventory quality service	Visible Measures __ PRODUCT INTEGRATION AGREEMENT - 00024833 - signed.pdf

Trademark VISTM-ADV008 - BANESCO HOLDING MARCAS, S.L. Unipersonal filed an opposition against the NATIVE SELECT mark in the EU. Our response deadline was 2/25/2017 and we filed no reply which means the opposition matter will be dismissed shortly and VMC's NATIVE SELECT mark will not register in the EU.

Trademark VISTM-ADV004 – Screen6 B.V. filed an opposition against the TRUE REACH mark in the EU. Our response deadline was 7/5/2016 and we filed no reply which means the opposition matter was dismissed and VMC's TRUE REACH mark will not register in the EU. Screen6 B.V. was awarded €650. There is no legal basis for them enforce the award of costs, without seeking a court directive which would cost more to obtain than the actual costs themselves, so we do not anticipate any further action from Screen6 B.V.

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