

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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EPAS ID: PAT4441452

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST (REEL/FRAME 39919/0158)
CONVEYING PARTY DATA	
Name	Execution Date
SILICON VALLEY BANK, AS ADMINISTRATIVE AGENT	05/31/2017
RECEIVING PARTY DATA	
Name:	MEDIAMATH, INC.
Street Address:	4 WORLD TRADE CENTER
Internal Address:	150 GREENWICH STREET, 45TH FLOOR
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10007
Name:	ADROIT DS, LLC
Street Address:	4 WORLD TRADE CENTER
Internal Address:	150 GREENWICH STREET, 45TH FLOOR
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10007
PROPERTY NUMBERS Total: 3	
Property Type	Number
Application Number:	14066471
Application Number:	14853712
Application Number:	62370614
CORRESPONDENCE DATA	
Fax Number:	(312)863-7806
<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>	
Phone:	312-863-7198
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Address Line 1:	GOLDBERG KOHN LTD.
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ATTORNEY DOCKET NUMBER:	6262.033
NAME OF SUBMITTER:	NANCY BROUGHER
SIGNATURE:	/njb/
DATE SIGNED:	06/02/2017
Total Attachments: 4 source=SVB Patent Release (3)#page1.tif source=SVB Patent Release (3)#page2.tif source=SVB Patent Release (3)#page3.tif source=SVB Patent Release (3)#page4.tif	

TERMINATION AND RELEASE OF SECURITY INTEREST IN PATENTS

This **TERMINATION AND RELEASE OF SECURITY INTERESTS IN PATENTS** (this “*Termination and Release*”) is granted as of May 31, 2017 by **SILICON VALLEY BANK**, as Administrative Agent (the “*Administrative Agent*”), in favor of **MEDIAMATH, INC.**, a Delaware corporation (“*MediaMath*”), and **ADROIT DS, LLC**, a Delaware corporation (“*Adroit*”, and together with MediaMath, each individually, a “*Grantor*”, and collectively, the “*Grantors*”).

WHEREAS, the Grantors executed and delivered a Patent Security Agreement dated as of September 3, 2015 (as amended, restated, supplemented or otherwise modified prior to the date hereof, the “*Agreement*”) granting the Administrative Agent a security interest in and lien on certain Patents and Patent applications described therein, which was recorded with the Assignment Division of the United States Patent and Trademark Office (“*USPTO*”) on September 21, 2015, at Reel 36642, Frame 0933;

WHEREAS, the Grantors executed and delivered a Supplement to Patent Security Agreement dated as of August 31, 2016 (as amended, restated, supplemented or otherwise modified prior to the date hereof, the “*Supplement*” and, together with the Agreement, collectively, the “*Grant*”), granting the Administrative Agent a security interest in and lien on certain Patents and Patent applications described therein, which was recorded with the USPTO on September 6, 2016, at Reel 39919, Frame 0158;

WHEREAS, Grantors have requested that Administrative Agent hereby terminate, release and discharge fully its security interests in and liens on all right, title and interest of Grantors in, to and under all of the Patents and Patent applications described in the Grant (collectively, the “*Patents*”) as herein provided; and

WHEREAS, Grantors have requested that the Administrative Agent provide a document suitable for recording in the USPTO to evidence the release of the Administrative Agent’s security interests in and liens on the Patents as herein provided.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Administrative Agent hereby:

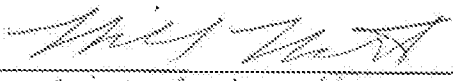
1. terminates the Grant and releases, terminates and discharges all liens and security interests in each Grantor’s right, title and interest in, to and under the Patents, and all goodwill associated therewith, including those Patents identified in Schedule I hereto; and
2. authorizes and requests that this Termination and Release be recorded at the USPTO.

THIS TERMINATION AND RELEASE AND ANY CLAIM, CONTROVERSY, DISPUTE OR CAUSE OF ACTION (WHETHER IN CONTRACT OR TORT OR OTHERWISE) BASED UPON, ARISING OUT OF OR RELATING TO THIS TERMINATION AND RELEASE AND THE TRANSACTIONS CONTEMPLATED HEREBY SHALL BE CONSTRUED IN ACCORDANCE WITH AND GOVERNED BY THE LAW OF THE STATE OF NEW YORK.

[Signature page follows]

IN WITNESS WHEREOF, the undersigned has executed this Termination and Release by its duly authorized officer as of the date first above written.

SILICON VALLEY BANK, as Administrative Agent

By: 
Name: Michael M. H. H.
Title: Managing Director

**SCHEDULE I TO
TERMINATION AND RELEASE OF SECURITY INTEREST IN PATENTS**

Patent	Publication	Application
1. SYSTEM AND METHOD FOR DYNAMIC ONLINE ADVERTISEMENT CREATION AND MANAGEMENT Inventors: JUDITH ANN GERN, MING-LUN TUNG, WENNI WANG		
8688522 Apr 1, 2014	20080059312 Mar 6, 2008	11896806 Sep 6, 2007
2. SYSTEMS AND METHODS FOR PROVIDING A DEMAND SIDE PLATFORM Inventors: YEHUDA ARI BUCHALTER, JOSEPH M. ZAWADZKI, ROLAND G. COZZOLINO		
None	20110246310 Oct 6, 2011	13076276 Mar 30, 2011
3. SYSTEMS AND METHODS FOR ATTRIBUTION OF A CONVERSION TO AN IMPRESSION VIA A DEMAND SIDE PLATFORM Inventors: YEHUDA ARI BUCHALTER, PAUL M. MASON, GREGORY D. WILLIAMS, LEO T. CRAIG, ROLAND C. COZZOLINO		
None	20110246267 Oct 6, 2011	13076278 Mar 30, 2011
4. SYSTEMS AND METHODS FOR USING SERVER SIDE COOKIES BY A DEMAND SIDE PLATFORM Inventors: YEHUDA ARI BUCHALTER, PAUL M. MASON, JOSEPH M. ZAWADZKI, ROLAND G. COZZOLINO, LEO T. CRAIG		
9135655 Sep 15, 2015	20110246297 Oct 6, 2011	13076279 Mar 30, 2011
5. SYSTEMS AND METHODS FOR INTEGRATION AND ANOMYMIZATION OF SUPPLIER DATA Inventors: PAUL M. MASON, GREGORY D. WILLIAMS, JOSEPH M. ZAWADZKI, LEO T. CRAIG, ROLAND G. COZZOLINO		
None	20110246298 Oct 6, 2011	13076280 Mar 30, 2011
6. IN-GAME ADVERTISING PLATFORM Inventors: JOSHUA HERNANDEZ, WILLIAM GUSCHWAN, JUSTIN C. MOORE		
None	20120047017 Feb 23, 2012	13178363 Jul 7, 2011
7. SYSTEMS AND METHODS FOR DETERMINING COMPETITIVE MARKET VALUES OF AN AD IMPRESSION Inventors: YEHUDA ARI BUCHALTER		

Patent	Publication	Application
None	20120041816 Feb 16, 2012	13185236 Jul 18, 2011
8. SYSTEM AND METHOD FOR GENERATING 'RARE CROWD' INVENTORY FOR ADVERTISING Inventors: G. SCOTT TOMLIN, ERIC PICARD, PATRICK YANNUL, RICHARD ARNESON, RATHA GRIMES, BENJAMIN WOODALL, THOMAS SANDHOLM		
None	20140143032 May 22, 2014	14066471 Oct 29, 2013
9. SYSTEMS AND METHODS FOR USING SERVER SIDE COOKIES BY A DEMAND SIDE PLATFORM Inventors: YEHUDA ARI BUCHALTER, PAUL M. MASON, JOSEPH M. ZAWADZKI, ROLAND G. COZZOLINO, LEO T. CRAIG		
None	20160071168 Mar 10, 2016	14853712 Sep 14, 2015
10. COUNTERFACTUAL BASED AD INCREMENTALITY MEASUREMENT IN A REAL-TIME BIDDING PLATFORM Inventors: PRASAD CHALASANI, ARI BUCHALTER, EZRA WINSTON		
None		62370614 August 3, 2016