

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4673850

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	INTELLECTUAL PROPERTY SECURITY AGREEMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	MAXPOINT INTERACTIVE, INC.	10/10/2017
RECEIVING PARTY DATA		
Name:	CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH, AS AGENT	
Street Address:	ELEVEN MADISON AVENUE	
City:	NEW YORK	
State/Country:	NEW YORK	
Postal Code:	10010	
PROPERTY NUMBERS Total: 65		
Property Type	Number	
Application Number:	12789731	
Application Number:	12869271	
Application Number:	13762297	
Application Number:	13672698	
Application Number:	13670448	
Application Number:	13831252	
Application Number:	13857123	
Application Number:	13750960	
Application Number:	13757657	
Application Number:	14047993	
Application Number:	14139567	
Application Number:	14133553	
Application Number:	14455535	
Application Number:	14455592	
Application Number:	14605681	
Application Number:	14610448	
Application Number:	14610829	
Application Number:	14711130	
Application Number:	14708739	
Application Number:	14314165	

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Property Type	Number
Application Number:	14314659
Application Number:	15018948
Application Number:	15019074
Application Number:	14744120
Application Number:	15261090
Application Number:	14835212
Application Number:	14825749
Application Number:	15261133
Application Number:	14831591
Application Number:	14935687
Application Number:	14974791
Application Number:	14974847
Application Number:	14974903
Application Number:	14974943
Application Number:	14974976
Application Number:	14974821
Application Number:	14974869
Application Number:	14974929
Application Number:	14974953
Application Number:	15019169
Application Number:	15261175
Application Number:	15265408
Application Number:	15265536
Application Number:	15265552
Application Number:	15261004
Application Number:	15262170
Application Number:	15262195
Application Number:	15262294
Application Number:	15262797
Application Number:	15289594
Application Number:	15289634
Application Number:	15289849
Application Number:	15018090
Application Number:	15047035
Application Number:	15018135
Application Number:	15055726
Application Number:	15397802
Application Number:	15397807

Property Type	Number
Application Number:	15397809
Application Number:	15397814
Application Number:	15448787
Application Number:	15448712
Application Number:	15269873
Application Number:	15284081
Application Number:	15354536

CORRESPONDENCE DATA

Fax Number: (714)755-8290

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: 7145401235

Email: IPDOCKET@LW.COM, KRISTIN.AZCONA@LW.COM

Correspondent Name: LATHAM & WATKINS LLP

Address Line 1: 650 TOWN CENTER DRIVE, 20TH FLOOR

Address Line 4: COSTA MESA, CALIFORNIA 92626

ATTORNEY DOCKET NUMBER: 030786-0845

NAME OF SUBMITTER: KRISTIN J AZCONA

SIGNATURE: /kja/

DATE SIGNED: 11/03/2017

Total Attachments: 18

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT, dated as of October 10, 2017 (as may be amended, restated, supplemented, replaced or otherwise modified from time to time, the “Intellectual Property Security Agreement”), is made by MaxPoint Interactive, Inc. (the “Grantor”) in favor of Credit Suisse AG, Cayman Islands Branch, as administrative agent and collateral agent (in such capacities and together with its successors, the “Agent”) for the Secured Parties (as defined in the Guarantee and Collateral Agreement referred to below).

WHEREAS, Harland Clarke Holdings Corp. (the “Borrower”) and the subsidiaries of the Borrower from time to time party thereto as Subsidiary Co-Borrowers, have entered into a Credit Agreement dated as of April 4, 2007, as amended by the First Amendment dated as of May 4, 2007, the Amendment Agreement dated as of May 10, 2012, the New Facility Joinder Agreement dated as of April 26, 2013, the Third Amendment and Incremental Joinder Agreement and Amendment to Guarantee and Collateral Agreement dated as of February 4, 2014, the Fourth Amendment Agreement dated as of July 28, 2014, the Fifth Amendment and Incremental Joinder Agreement dated as of June 17, 2016, the Sixth Amendment and Incremental Joinder Agreement dated as of February 9, 2017, the Seventh Amendment, Incremental Joinder and Extension Agreement dated as of February 21, 2017, the Eighth Amendment and Incremental Joinder Agreement dated as of May 23, 2017 and the Ninth Amendment and Incremental Joinder Agreement dated as of October 10, 2017 (as may be further amended, restated, supplemented, replaced or otherwise modified from time to time, the “Credit Agreement”), with the banks, financial institutions and other entities (the “Lenders”) from time to time party thereto and the Agent.

WHEREAS, in connection with the Credit Agreement, the Borrower, and each other Guarantor executed and delivered that certain Guarantee and Collateral Agreement, dated as of May 1, 2007 and as amended by the Third Amendment and Incremental Joinder Agreement and Amendment to Guarantee and Collateral Agreement on February 4, 2014 in favor of the Agent (as it may be further amended, restated, supplemented, replaced or otherwise modified from time to time, the “Guarantee and Collateral Agreement”). Capitalized terms used and not defined herein have the meanings given such terms in the Credit Agreement or the Guarantee and Collateral Agreement, as applicable.

WHEREAS, pursuant to that certain Assumption Agreement, dated as of the date hereof, made by Grantor in favor of the Agent, the Grantor has become a party to the Guarantee and Collateral Agreement.

WHEREAS, under the terms of the Guarantee and Collateral Agreement, the grantors thereunder have granted a security interest in the Collateral, including, without limitation, certain Intellectual Property, to the Agent for the benefit of the Secured Parties. By becoming a grantor under the Guarantee and Collateral Agreement, the Grantor is required to execute this Intellectual Property Security Agreement for recording with the United States Patent and Trademark Office, the United States Copyright Office, and other applicable Governmental Authorities.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Grantor hereby agrees as follows:

I. GRANT OF SECURITY.

The Grantor hereby grants to the Agent, for the ratable benefit of the Secured Parties, a security interest in all of the following (the “Intellectual Property Collateral”) of the Grantor, now owned or at any time hereafter acquired by the Grantor or in which the Grantor now has or at any time in the future may acquire any right, title or interest, as collateral security for the prompt and complete payment and performance when due (whether at the stated maturity, by acceleration or otherwise) of the Grantor's Obligations:

(a) (i) all United States, State and foreign trademarks, service marks, trade names, corporate names, company names, business names, fictitious business names, trade styles, trade dress, domain names, logos and other source or business identifiers, whether registered or unregistered, all registrations and recordings thereof, and all applications in connection therewith, whether in the United States Patent and Trademark Office or in any similar office or agency of the United States, any State thereof or any other country, union of countries, or any political subdivision of any of the foregoing, or otherwise, and all common-law rights related thereto, including the registrations and applications listed on Schedule A attached hereto except for “intent-to-use” applications for trademark or service mark registrations filed pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. § 1051, unless and until an Amendment to Allege Use or a Statement of Use under Section 1(c) or Section 1(d) of the Lanham Act has been filed, to the extent that any assignment of an “intent-to-use” application prior to such filing would violate the Lanham Act or cause the trademark that is the subject thereof to be invalidated or abandoned, (ii) all renewals thereof and the right to obtain all renewals thereof, (iii) the right to sue or otherwise recover for past, present and future infringements or dilutions of any of the foregoing or for any injury to goodwill, (iv) all proceeds of the foregoing, including all royalties, income, payments, claims, damages and proceeds of suit now and hereafter due and/or payable with respect thereto, including payments under all licenses entered into in connection therewith, and damages and payments for past, present or future infringements or dilutions thereof, and (v) all other rights of any kind whatsoever accruing thereunder or pertaining thereto throughout the world, together in each case with the goodwill of the business connected with the use of, and symbolized by, each of the above;

(b) (i) all patents of the United States, any other country, or union of countries or any political subdivision of any of the foregoing, and all applications in connection therewith, including all patents and patent applications in the United States Patent and Trademark Office (including those listed on Schedule B attached hereto), (ii) all reissues, extensions, divisions, continuations and continuations-in-part thereof, and the right to obtain all reissues and extensions thereof, (iii) all inventions (whether or not patentable) and all improvements thereof, (iv) the right to sue or otherwise recover for past, present and future infringements of any of the foregoing, (v) all proceeds of the foregoing, including all royalties, income, payments, claims, damages and proceeds of suit now and hereafter due and/or payable with respect thereto (including payments under all licenses entered into in connection therewith, and damages and

payments for past, present or future infringements thereof), and (vi) all other rights of any kind whatsoever accruing thereunder or pertaining thereto throughout the world;

(c) (i) all copyrights arising under the laws of the United States, any other country, or union of countries, or any political subdivision of any of the foregoing, whether registered or unregistered and whether or not the underlying works of authorship have been published, all registrations and recordings thereof, and all applications in connection therewith, including all registrations, recordings and applications in the United States Copyright Office (including those registrations and applications listed on Schedule C attached hereto), (ii) all extensions and renewals thereof, and the right to obtain all extensions and renewals thereof, (iii) the right to sue or otherwise recover for past, present and future infringements of any of the foregoing, (iv) all proceeds of the foregoing, including all royalties, income, payments, claims, damages, and proceeds of suit now or hereafter due and/or payable with respect thereto, including, without limitation, payments under all licenses entered into in connection therewith, and damages or payments for past, present or future infringements thereof, and (v) all other rights of any kind whatsoever accruing thereunder or pertaining thereto throughout the world; and

(d) solely to the extent that the Grantor has recorded its interest therein with the United States Copyright Office or the United States Patent and Trademark Office, exclusive Trademark Licenses, exclusive Patent Licenses and exclusive Copyright Licenses, including those agreements listed on Schedule D attached hereto, and all rights to sue or otherwise recover at law or in equity for any past, present and future infringement, misappropriation, dilution or other impairment thereof, including the right to receive all proceeds and damages therefrom.

II. RECORDATION.

The Grantor authorizes and requests that the United States Commissioner of Patents and Trademarks, the United States Register of Copyrights or any other applicable government officer record this Intellectual Property Security Agreement.

III. EXECUTION IN COUNTERPARTS.

This Intellectual Property Security Agreement may be executed in any number of counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement.

IV. GOVERNING LAW.

This Intellectual Property Security Agreement shall be construed in accordance with and governed by the laws of the State of New York.


V. CONFLICT PROVISION.

This Intellectual Property Security Agreement has been entered into in conjunction with the joinder of the Grantor to the Guarantee and Collateral Agreement and the Credit Agreement. The Grantor hereby acknowledges and affirms that the rights and remedies of the Agent with



respect to the security interest in the Intellectual Property Collateral are without prejudice to, and are in addition to those set forth in the Guarantee and Collateral Agreement and the Credit Agreement, all terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event that any provisions of this Intellectual Property Security Agreement are in conflict with the Guarantee and Collateral Agreement or the Credit Agreement, the provisions of the Guarantee and Collateral Agreement or the Credit Agreement, as applicable, shall govern.


IN WITNESS WHEREOF, each of the undersigned has caused this Intellectual Property Security Agreement to be duly executed and delivered as of the date first above written.

MAXPOINT INTERACTIVE, INC.

By:  _____
Name: Robert Sosa
Title: Vice President and Treasurer

SCHEDULE A
TRADEMARKS

Mark	Jurisdiction	Serial No./ Filing Date	Reg. No./ Reg. Date	Status	Current Owner of Record
CUSTOMER CATALYST	US	87088055 6/29/2016	—	Filed Intent to Use	MaxPoint Interactive, Inc.
DIGITAL ZIP	US	85156227 10/19/2010	4092015 1/24/2012	Registered 6-year Aff. of Use due 1/24/2018	MaxPoint Interactive, Inc.
DIGITAL ZIP	US	85157426 10/20/2010	4150961 5/29/2012	Registered 6-year Aff. of Use due 5/29/2018	MaxPoint Interactive, Inc.
INTELLITAG	US	87073608 6/16/2016	—	Allowed Intent to Use	MaxPoint Interactive, Inc.
MAXPOINT	US	85236671 2/8/2011	4317616 4/9/2013	Registered 6-year Aff. of Use due 4/9/2019	MaxPoint Interactive, Inc.
MAXPOINT	US	85236673 2/8/2011	4328729 4/30/2013	Registered 6-year Aff. of Use due 4/30/2019	MaxPoint Interactive, Inc.
MAXPOINT and Design 	US	85288722 4/7/2011	4321499 4/16/2013	Registered 6-year Aff. of Use due 4/16/2019	MaxPoint Interactive, Inc.
MAXPOINT and Design 	US	85288713 4/7/2011	4731734 5/5/2015	Registered 6-year Aff. of Use due 5/5/2021	MaxPoint Interactive, Inc.
MAXPOINT EXPRESS	US	86037342 8/14/2013	4717260 4/7/2015	Registered 6-year Aff. of Use due 4/7/2021	MaxPoint Interactive, Inc.
MAXPOINT EXPRESS and Design 	US	86608894 4/24/2015	4870228 12/15/2015	Registered 6-year Aff. of Use due 12/15/2021	MaxPoint Interactive, Inc.
MAXPOINT GRAPH	US	87480859 6/8/2017	—	Filed Intent to Use	MaxPoint Interactive, Inc.
MAXPOINT INTELLIGENCE PLATFORM	US	86501906 1/13/2015	4897403 2/9/2016	Registered 6-year Aff. of Use due 2/9/2022	MaxPoint Interactive, Inc.

Mark	Jurisdiction	Serial No./ Filing Date	Reg. No./ Reg. Date	Status	Current Owner of Record
MAXPOINT INTERACTIVE	US	85246636 2/18/2011	4317627 4/9/2013	Registered 6-year Aff. of Use due 4/9/2019	MaxPoint Interactive, Inc.
MAXPOINT INTERACTIVE	US	85246639 2/18/2011	4321467 4/16/2013	Registered 6-year Aff. of Use due 4/16/2019	MaxPoint Interactive, Inc.
MAXPOINT IT'S ABOUT THE NEIGHBORHOOD and Design 	US	85288724 4/7/2011	4549874 6/17/2014	Registered 6-year Aff. of Use due 6/17/2020	MaxPoint Interactive, Inc.

SCHEDULE B**PATENTS**

Application No.	Application Type	Filing Date	Status	Title	Owner
12/789731 Patent no. 8788326	Non-Provisional	05.28.2010 Issue date: 07.22.2014	Patented	System for handling multiple simultaneous campaigns that improves advertisement performance through shape based targeting and real-time impression acquisition	MaxPoint Interactive, Inc. (security interest - Silicon Valley Bank)
12/869271 Patent no. 8296180	CIP	08.26.2010 Issue date: 10.23/2012	Patented	System for Improving Shape-Based Targeting by Using Interest Level Data	MaxPoint Interactive, Inc. (security interest - Silicon Valley Bank)
13/762297 Patent no. 8799062	CIP	02.07.2013 Issue date: 08.05.2014	Patented	System for Improving Shape-Based Targeting by Using Interest Level Data	MaxPoint Interactive, Inc. (security interest - Silicon Valley Bank)
13/672698 Patent no. 9129313	Non-Provisional	11.08.2012 Issue date: 09.08.2015	Patented	System and Method for Optimizing Real-Time Bidding on Online Advertisement Placements Utilizing Mixed Probability Methods	MaxPoint Interactive, Inc. (security interest - Silicon Valley Bank)
13/670448 Patent no. 9563903	CON	11.06.2012 Issue date: 02.07.2017	Patented	System and Method for Controlling Real-Time Bidding for Online Advertisements	MaxPoint Interactive, Inc. (security interest - Silicon Valley Bank)
13/831252	Non-Provisional	03.14.2013	Pending	System and Method for Recommending Advertisement Placements Online in a Real-Time Bidding Environment	MaxPoint Interactive, Inc. (security interest - Silicon Valley Bank)

Application No.	Application Type	Filing Date	Status	Title	Owner
13/857123 Patent no. 9715699	Non-Provisional	04.04.2013 Issue date: 07.25.2017	Patented	System and Method for Pricing Advertisement Placements Online in a Real Time Bidding Environment	MaxPoint Interactive, Inc. (security interest - Silicon Valley Bank)
13/750960 Patent no. 9501789	CIP	01.25.2013 Issue date: 11.22.2016	Patented	System and Method for Controlling Real-Time Bidding for Online Advertisements	MaxPoint Interactive, Inc. (security interest - Silicon Valley Bank)
13/757657	Non-Provisional	02.01.2013	Pending	Closed-Loop Targeted Advertising	MaxPoint Interactive, Inc. (security interest - Silicon Valley Bank)
14/047993	Non-Provisional	10.07.2013	Pending	System and Method for Combining Past User Events with Real-Time User Events to Rapidly Respond to Advertising Opportunities	MaxPoint Interactive, Inc. (security interest - Silicon Valley Bank)
14/139567	Non-Provisional	12.23.2013	Pending	System and Method for Advertisement Impression Volume Estimation	MaxPoint Interactive, Inc. (security interest - Silicon Valley Bank)
14/133553	Non-Provisional	12.18.2013	Pending	System and Method for Controlled Purchasing of Online Advertisements in a Real-Time Bidding Environment	MaxPoint Interactive, Inc. (security interest - Silicon Valley Bank)
14/455,535	CIP	08.08.2014	Pending	System and Method for Controlling Purchasing Pace in Real-Time Bidding Environment Using Proportional-	MaxPoint Interactive, Inc.

Application No.	Application Type	Filing Date	Status	Title	Owner
				Integral-Derivative (PID) Control	
14/455,592	Non-Provisional	08.08.2014	Pending	System and Method for Controlling Purchasing Online Advertisement in a Real-Time Bidding Environment Using a Modified Delivery Profile	MaxPoint Interactive, Inc.
14/605,681	CIP	01.26.2015	Allowed	Purchasing Pace Control in a Real-Time Bidding Environment Using a Multi-Loop Control Scheme	MaxPoint Interactive, Inc.
14/610,448	Non-Provisional	01.30.2015	Pending	Dynamic Target Delivery Profiles for Controlling Purchasing of Online Advertisements in a Real-Time Bidding Environment	MaxPoint Interactive, Inc.
14/610,829	Non-Provisional	01.30.2015	Pending	Controlling Purchasing Using Target Delivery Profiles Based on Pixel Data in a Real-Time Bidding Environment	MaxPoint Interactive, Inc.
14/711,130	CIP	05.13.2015	Pending	Pricing Control in a Real-Time Network-Based Bidding Environment	MaxPoint Interactive, Inc.
14/708,739	CIP	05.11.2015	Pending	Closed-Loop Control of Campaign Parameter Settings for Campaign Management in a Real-Time Bidding Environment	MaxPoint Interactive, Inc.
14/314,165	CON	06.25.2014	Pending	A System for Handling Multiple Simultaneous Campaigns that Improves Advertisement Performance Through Shape Based Targeting and Real-Time Impression Acquisition	MaxPoint Interactive, Inc.
14/314,659	CON	06.25.2014	Pending	A System for Improving Shape-Based Targeting by Using Interest Level Data	MaxPoint Interactive, Inc.
15/018,948	Non-Provisional	02.09.2016	Pending	Shape-Based Targeting: Shape Mapping	MaxPoint Interactive, Inc.

Application No.	Application Type	Filing Date	Status	Title	Owner
15/019,074	CIP	02.09.2016	Pending	Closed-Loop Targeting And Optimization Based On Sales Data	MaxPoint Interactive, Inc.
14/744,120	CIP	06.19.2015	Pending	Dynamic Monitoring of Targeted Users for Making Bidding Decisions in a Real-Time Bidding Environment	MaxPoint Interactive, Inc.
15/261,090	CIP	9/9/2016	Pending	System and Method for Targeting Users Based on Demographic Classification in a Real-Time Bidding Environment	MaxPoint Interactive, Inc.
14/835,212	CIP	08.25.2015	Pending	Bidding Control In A Real-Time Bidding System Based On The Content Of Relevant Internet Locations	MaxPoint Interactive, Inc.
14/825,749	CIP	08.13.2015	Pending	Pricing Control Using Dynamically Updated Pricing Curves In A Real-Time Network-Based Bidding Environment	MaxPoint Interactive, Inc.
15/261,133	CIP	09.09.2016	Pending	System and Method for Targeting Users Based on Multivariate User Demographics in a Real-Time Bidding Environment	MaxPoint Interactive, Inc.
14/831,591	CON	08.20.2015	Pending	System And Method For Optimizing Real-Time Bidding On Online Advertisement Placements Utilizing Mixed Probability Methods	MaxPoint Interactive, Inc.
14/935,687	CON	11.09.2015	Pending	System and Method for Managing the Frequency of Online Advertisement Placements	MaxPoint Interactive, Inc.
2014232803	PCT National Phase (Australia)	09.11.2015	Pending	System And Method For Audience Targeting	MaxPoint Interactive, Inc.
14974791	CIP	12.18.2015	Pending	Systems and Methods for Improving Automated Tracking of a Location of a User Device Using Active Paging	MaxPoint Interactive, Inc.

Application No.	Application Type	Filing Date	Status	Title	Owner
14974847	CIP	12.18.2015	Pending	Systems and Methods for Improving Automated Tracking of a Location of a User Device Using Analysis of Multiple Signal Types	MaxPoint Interactive, Inc.
14974903	CIP	12.18.2015	Pending	Systems and Methods for Improving Automated Tracking of a Location of a User Device Using Normalization of Multiple Signal Types	MaxPoint Interactive, Inc.
14974943	CIP	12.18.2015	Pending	Systems and Methods for Improving Automated Tracking of a Location of a User Device Using Normalization of Multiple Signal Types	MaxPoint Interactive, Inc.
14974976	CIP	12.18.2015	Pending	Systems and Methods for Using Improved Automated Tracking of a Location of a User Device to Map a Sensor Space	MaxPoint Interactive, Inc.
14974821	CIP	12.18.2015	Pending	Systems and Methods for Automated Control of Bidding on Online Impressions in an Automated Real-Time Auction System Using Improved Automated Tracking of a Location of a User Device	MaxPoint Interactive, Inc.
14974869	CIP	12.18.2015	Pending	Systems and Methods For Automated Improvements For Operational Control Using Improved Automated Tracking of a Location of a User Device	MaxPoint Interactive, Inc.
14974929	CIP	12.18.2015	Pending	Systems and Methods For Automated Improvements For Analyzing Online Behavior Using Improved Automated Tracking of a Location of a User Device	MaxPoint Interactive, Inc.

Application No.	Application Type	Filing Date	Status	Title	Owner
14974953	CIP	12.18.2015	Pending	Systems and Methods For Automated Improvements For Product Tracking Using Improved Automated Tracking of a Location of a User Device	MaxPoint Interactive, Inc.
15/019,169	CIP	02.09.2016	Pending	Closed-loop campaign control based on received data streams that trigger control actions	MaxPoint Interactive, Inc.
15/261,175	CIP	09.09.2016	Pending	System and Method for User Classification in a Real-Time Bidding Environment Based on Demographic Characteristics of Virtual Locations	MaxPoint Interactive, Inc.
15/265,408	CIP	09.14.2016	Pending	Systems and Methods for Generating a Lift Metric for Use in Real-Time Bidding Decisions or Other Decisions	MaxPoint Interactive, Inc.
15/265,536	CIP	09.14.2016	Pending	Systems and Methods for Using a Lift Metric for Optimizing Real-Time Bidding Decisions	MaxPoint Interactive, Inc.
15/265,552	CIP	09.14.2016	Pending	Systems and Methods for Dynamically Controlling a Campaign Based on a Lift Metric	MaxPoint Interactive, Inc.
15/261,004	CIP	09.09.2016	Pending	Controlling Impression Delivery Pacing for Multiple Geographic Regions Associated with an Online Campaign in a Real-Time Bidding Environment	MaxPoint Interactive, Inc.
15/262,170	CIP	09.12.2016	Pending	Computer Systems and Methods for Real-Time Tracking of Campaign Events	MaxPoint Interactive, Inc.
15/262,195	CIP	09.12.2016	Pending	Computer Systems and Methods for Real-Time Triggering of Campaign Events	MaxPoint Interactive, Inc.
15/262,294	CIP	09.12.2016	Pending	Systems and Methods for Closed-Loop Control and Optimization of Transfer Events Associated with a Campaign	MaxPoint Interactive, Inc.

Application No.	Application Type	Filing Date	Status	Title	Owner
15/262,797	CIP	09.12.2016	Pending	Computer Systems and Methods for Improved Real-Time Inventory Control	MaxPoint Interactive, Inc.
15/289,594	CIP	10.10.2016	Pending	System and Method for Analyzing and Utilizing Placement Component-Level Viewability Metrics for Online Placements in a Real-Time Bidding System	MaxPoint Interactive, Inc.
15/289,634	CIP	10.10.2016	Pending	System and Method for Analyzing and Utilizing Component-Level Viewability Metrics for Digital Objects in a Real-Time Bidding System	MaxPoint Interactive, Inc.
15/289,849	CIP	10.10.2016	Pending	Systems And Methods For Defining And Analyzing Components Of A Digital Object For Use In A Real-Time Bidding System	MaxPoint Interactive, Inc.
15/018,090	Non-Provisional	02.08.2016	Pending	System and Method for Persistent Identifier Management for Audience Targeting in a Real-Time Bidding System	MaxPoint Interactive, Inc.
15/047,035	CON	02.18.2016	Pending	System and Method for Recommending Geographic Areas for Online Advertising in a Real-Time Bidding Environment	MaxPoint Interactive, Inc.
15/018,135	Non-Provisional	02.08.2016	Pending	System and Method for Dynamic Identifier Remapping for Persistent User-Related Data Management in a Real-Time Bidding System	MaxPoint Interactive, Inc.
15/055,726	CON	02.29.2016	Pending	System and Method for Audience Targeting	MaxPoint Interactive, Inc.
15/397802	CIP	01.04.2017	Pending	Systems and Methods for Resolving Cross-Domain Identifiers from Multiple Traffic Data Sources	MaxPoint Interactive, Inc.
15/397,807	CIP	01.04.2017	Pending	Systems and Methods for Bayesian Updating of Signal Strength	MaxPoint Interactive, Inc.

Application No.	Application Type	Filing Date	Status	Title	Owner
				Simulation for Tracking of a Location of a User Device to Map a Sensor Space	
15/397,809	CIP	01.04.2017	Pending	Systems and Methods for Bayesian Updating of Signal Strength Simulation for Tracking of a Location of a User Device to Map a Sensor Space	MaxPoint Interactive, Inc.
15/397,814	CIP	01.04.2017	Pending	Systems and Methods for Automatic Customer Relationship Management Based on Tracking a Location of a User Device Within a Sensor Space	MaxPoint Interactive, Inc.
15/448,787	CIP	03.03.2017	Pending	Systems and Methods for Identifying and Analyzing Clusters of User Location Observations Mapped to Geographic Shapes	MaxPoint Interactive, Inc.
15/448,712	CIP	03.03.2017	Pending	Identifying Context-Relevant Locations for User Devices and Using Such Information for Real-Time Bidding Decisions	MaxPoint Interactive, Inc.
15/269,873	CIP	09.19.2016	Pending	Evaluating Domains For Real-Time Bidding Decisions Based On A Multiple-Campaign Analysis and/or Topic Profile Based Analysis	MaxPoint Interactive, Inc.
15/284,081	Non-Provisional	10.03.2016	Pending	Systems and Methods for Evaluating Device Locations Using a Heatmap Based on Multiple Data Sources	MaxPoint Interactive, Inc.
15/354536	CON	11.17.2016	Pending	System and Method for Controlling Real-Time Bidding for Online Advertisements	MaxPoint Interactive, Inc.
15/397802*		01.04.2017	Pending	Systems and Methods for Resolving Cross-Domain Identifiers from Multiple Traffic Data Sources	MaxPoint Interactive, Inc.
15/397,807*		01.04.2017	Pending	Systems and Methods for Bayesian Updating of Signal Strength	MaxPoint Interactive, Inc.

Application No.	Application Type	Filing Date	Status	Title	Owner
				Simulation for Tracking of a Location of a User Device to Map a Sensor Space	
15/397,809*		01.04.2017	Pending	Systems and Methods for Bayesian Updating of Signal Strength Simulation for Tracking of a Location of a User Device to Map a Sensor Space	MaxPoint Interactive, Inc.
15/397,814*		01.04.2017	Pending	Systems and Methods for Automatic Customer Relationship Management Based on Tracking a Location of a User Device Within a Sensor Space	MaxPoint Interactive, Inc.
15/448,787*		03.03.2017	Pending	Systems and Methods for Identifying and Analyzing Clusters of User Location Observations Mapped to Geographic Shapes	MaxPoint Interactive, Inc.
15/448,712*		03.03.2017	Pending	Identifying Context-Relevant Locations for User Devices and Using Such Information for Real-Time Bidding Decisions	MaxPoint Interactive, Inc.
15/284,081*		10.03.2016	Pending	Systems and Methods for Evaluating Device Locations Using a Heatmap Based on Multiple Data Sources	MaxPoint Interactive, Inc.

*designates an assignment from the patent inventor(s) in the chain of title for such patent that the Additional Grantor is in the process of executing and recording.

SCHEDULE C

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None.

SCHEDULE D

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None.