

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT5104067

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|-----------------------------------|--|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | TERMINATION AND RELEASE OF PATENT SECURITY AGREEMENT | |
| CONVEYING PARTY DATA | | |
| | Name | Execution Date |
| | SILICON VALLEY BANK | 08/15/2018 |
| RECEIVING PARTY DATA | | |
| Name: | APPNEXUS, INC. | |
| Street Address: | 28 WEST 23RD STREET, 4TH - 5TH FLOORS | |
| City: | NEW YORK | |
| State/Country: | NEW YORK | |
| Postal Code: | 10010 | |
| Name: | APPNEXUS RESOURCES INC. | |
| Street Address: | 23 WEST 23RD STREET, 4TH FLOOR | |
| City: | NEW YORK | |
| State/Country: | NEW YORK | |
| Postal Code: | 10010 | |
| Name: | APPNEXUS YIELDEX LLC | |
| Street Address: | 28 WEST 23RD STREET, 4TH-5TH FLOORS | |
| City: | NEW YORK | |
| State/Country: | NEW YORK | |
| Postal Code: | 10010 | |
| PROPERTY NUMBERS Total: 54 | | |
| Property Type | Number | |
| Application Number: | 13631984 | |
| Application Number: | 13538514 | |
| Application Number: | 13907580 | |
| Application Number: | 13907578 | |
| Application Number: | 13049534 | |
| Application Number: | 13049482 | |
| Application Number: | 13049579 | |
| Application Number: | 12717996 | |
| Application Number: | 12717990 | |
| Application Number: | 12718000 | |

PATENT

| Property Type | Number |
|---------------------|----------|
| Application Number: | 13561855 |
| Application Number: | 14213754 |
| Application Number: | 14181237 |
| Application Number: | 14213799 |
| Application Number: | 14266035 |
| Application Number: | 14295652 |
| Application Number: | 61929912 |
| Application Number: | 61874026 |
| Application Number: | 61874036 |
| Application Number: | 61891529 |
| Application Number: | 61925491 |
| Application Number: | 61907154 |
| Application Number: | 61951853 |
| Patent Number: | 6026368 |
| Patent Number: | 6601041 |
| Application Number: | 13167391 |
| Application Number: | 13167474 |
| Application Number: | 13167590 |
| Application Number: | 14248250 |
| Application Number: | 12628958 |
| Application Number: | 11743962 |
| Application Number: | 14671832 |
| Application Number: | 14682394 |
| Application Number: | 14682464 |
| Application Number: | 14794363 |
| Application Number: | 14592377 |
| Application Number: | 14550287 |
| Application Number: | 14661695 |
| Application Number: | 14554976 |
| Application Number: | 14746288 |
| Application Number: | 14561615 |
| Application Number: | 14597715 |
| Application Number: | 14879474 |
| Application Number: | 14745884 |
| Application Number: | 14746304 |
| Application Number: | 14745844 |
| Application Number: | 14685919 |
| Application Number: | 14838758 |

| Property Type | Number |
|---------------------|----------|
| Application Number: | 15180913 |
| Application Number: | 14807541 |
| Application Number: | 62249861 |
| Application Number: | 62298602 |
| Application Number: | 62289062 |
| Application Number: | 62298570 |

CORRESPONDENCE DATA

Fax Number: (404)541-3189

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: 404-815-6500

Email: nedwards@kilpatricktownsend.com

Correspondent Name: KILPATRICK TOWNSEND & STOCKTON LLP

Address Line 1: 1100 PEACHTREE STREET, SUITE 2800

Address Line 4: ATLANTA, GEORGIA 30309

| | |
|--------------------------------|--------------------|
| ATTORNEY DOCKET NUMBER: | 1077259 |
| NAME OF SUBMITTER: | NANCY S. EDWARDS |
| SIGNATURE: | /Nancy S. Edwards/ |
| DATE SIGNED: | 08/22/2018 |

Total Attachments: 9

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TERMINATION AND RELEASE OF PATENT SECURITY AGREEMENT

This **TERMINATION AND RELEASE OF PATENT SECURITY AGREEMENT** (this “*Termination and Release*”) is granted as of August 15, 2018 by SILICON VALLEY BANK, as Administrative Agent (the “*Assignee*”), in favor of APPNEXUS, INC., a Delaware corporation (“*AppNexus*”), APPNEXUS RESOURCES INC., a Delaware corporation (“*Resources*”), and APPENEXUS YIELDEX LLC, Delaware limited liability company (“*Yieldex*”) (“*Yieldex*”, together with “*AppNexus*” and “*Resources*”, each a “*Grantor*” and collectively, the “*Grantors*”).

WHEREAS, AppNexus executed and delivered a Patent Security Agreement, dated as of July 22, 2014 (as amended, restated, supplemented or otherwise modified prior to the date hereof, the “*AppNexus Agreement*”), granting the Assignee a security interest in and lien on certain Patents and Patent applications (“*Patents*”) described therein, which was recorded with the United States Patent and Trademark Office (“*USPTO*”) on July 23, 2014, at Reel 033369, Frame 0045;

WHEREAS, Resources executed and delivered a Patent Security Agreement, dated as of November 24, 2014 (as amended, restated, supplemented or otherwise modified prior to the date hereof, the “*Resources Agreement*”), granting the Assignee a security interest in and lien on certain Patents described therein, which was recorded with the USPTO on December 1, 2014, at Reel 034499, Frame 0532;

WHEREAS, Yieldex executed and delivered a Patent Security Agreement, dated as of December 18, 2015 (as amended, restated, supplemented or otherwise modified prior to the date hereof, the “*Yieldex Agreement*”), granting the Assignee a security interest in and lien on certain Patents described therein, which was recorded with the USPTO on December 22, 2015, at Reel 037359, Frame 0265;

WHEREAS, Grantors executed and delivered a Patent Security Agreement, dated as of November 30, 2016 (as amended, restated, supplemented or otherwise modified prior to the date hereof, the “*2016 Agreement*”, together with the AppNexus Agreement, Resources Agreement and Yieldex Agreement, the “*Grant*”), granting the Assignee a security interest in and lien on certain Patents described therein, which was recorded with the USPTO on December 1, 2016, at Reel 040782, Frame 0935;

WHEREAS, each Grantor has requested that Assignee hereby terminate, release and discharge fully its security interests in and liens on all right, title and interest of each Grantor in, to and under all of the Patents (as defined in each respective Grant) (collectively, the “*Patent Collateral*”) as herein provided; and

WHEREAS, each Grantor has requested that the Assignee provide a document suitable for recording with the USPTO to evidence the release of the Assignee’s security interests in and liens on the Patent Collateral as herein provided.

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


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

THIS TERMINATION AND RELEASE AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES HEREUNDER SHALL BE GOVERNED BY, AND SHALL BE CONSTRUED AND INTERPRETED IN ACCORDANCE WITH, THE LAWS 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 Assignee

By: 
Name: Dennis Macias
Title: Vice President

SCHEDULE I TO
TERMINATION AND RELEASE OF SECURITY INTEREST IN PATENTS

| <u>Grantor</u> | <u>Jurisdiction</u> | <u>Application No.</u> | <u>Filing Date</u> | <u>Title</u> |
|----------------|---------------------|------------------------|--------------------|--|
| AppNexus Inc. | USA | 13/631984 | September 29, 2012 | Systems and Methods for Serving Secure Content |
| AppNexus Inc. | USA | 13/538514 | June 29, 2012 | Auction Tiering in Online Advertising Auction Exchanges |
| AppNexus, Inc. | USA | 13/907580 | May 31, 2013 | Application Marketplace for Online Advertising Applications |
| AppNexus, Inc. | USA | 13/907578 | May 31, 2013 | Application Marketplace for Online Advertising Applications |
| AppNexus, Inc. | USA | 13/049534 | March 16, 2011 | Advertising Bid Price Modifiers |
| AppNexus, Inc. | USA | 13/049482 | March 16, 2011 | Cross Platform Impression Inventory Classification |
| AppNexus, Inc. | USA | 13/049579 | March 16, 2011 | Advertising Venues and Optimization |
| AppNexus, Inc. | USA | 12/717996 | March 5, 2010 | Advertising Platform Creative Approval |
| AppNexus, Inc. | USA | 12/717990 | March 5, 2010 | Advertising Platform User Data Store Management |
| AppNexus, Inc. | USA | 12/718000 | March 5, 2010 | Advertising Platform Transaction Management |
| AppNexus, Inc. | USA | 13/561855 | July 30, 2012 | Targeted Learning in Online Advertising Auction Exchanges |
| AppNexus, Inc. | USA | 14/213754 | March 14, 2014 | Learn Budgeting in Online Advertising Auction Exchanges |
| AppNexus, Inc. | USA | 14/181237 | February 14, 2014 | Systems and Methods for Privacy-Safe User Tracking |
| AppNexus, Inc. | USA | 14/213799 | March 14, 2014 | System and Method for Applying Targeting Audience Bid Modifiers |
| AppNexus, Inc. | USA | 14/266035 | April 30, 2014 | Methods and Systems for Tracking Consumers Without Server-Side Profiling |
| AppNexus, Inc. | USA | 14/295652 | June 4, 2014 | Methods and Systems for Impression Inventory Trading |
| AppNexus, Inc. | USA | 61/929912 | January 21, 2014 | Method and System for Impression Inventory Trading |
| AppNexus, Inc. | USA | 61/874026 | September 5, 2013 | Method and Apparatus for Free Form Negotiation of Media Purchases |

| <u>Grantor</u> | <u>Jurisdiction</u> | <u>Application No.</u> | <u>Filing Date</u> | <u>Title</u> |
|--------------------------|---------------------|------------------------|--------------------|--|
| AppNexus, Inc. | USA | 61/874036 | September 5, 2013 | Methods and Apparatus for Automatic Template-Based Software Customization |
| AppNexus, Inc. | USA | 61/891529 | October 16, 2013 | Dynamic Wireless Communication Service Provider Detection |
| AppNexus, Inc. | USA | 61/925491 | January 9, 2015 | Methods and Apparatus For Reviewing Mobile Application Advertisements |
| AppNexus, Inc. | USA | 61/907154 | November 21, 2014 | Methods and Apparatus for Statistical Mobile Device Identification |
| AppNexus, Inc. | USA | 61/951853 | March 12, 2014 | Systems and Methods for Evaluating Impression Traffic |
| AppNexus, Resources Inc. | USA | 6,026,368 | 02/15/2000 | ON-LINE INTERACTIVE SYSTEM AND METHOD FOR PROVIDING CONTENT AND ADVERTISING INFORMATION TO A TARGETED SET OF VIEWERS |
| AppNexus, Resources Inc | USA | 6,601,041 | 07/29/2003 | METHOD OF PROVIDING TARGETED ADVERTISEMENTS TO A COMPUTER MEDIATED COMMUNICATIONS NETWORK |
| AppNexus Yieldex LLC | USA | US 13/167,391 | 3/5/2013 | NETWORK-BASED SYSTEMS AND METHODS FOR DEFINING AND MANAGING MULTI-DIMENSIONAL, ADVERTISING IMPRESSION INVENTORY |
| AppNexus Yieldex LLC | USA | US 13/167,474 | 4/2/2013 | NETWORK-BASED SYSTEMS AND METHODS FOR DEFINING AND MANAGING MULTI-DIMENSIONAL, ADVERTISING IMPRESSION INVENTORY |
| AppNexus Yieldex LLC | USA | US 13/167,590 | 6/23/2011 | NETWORK-BASED SYSTEMS AND METHODS FOR DEFINING AND MANAGING MULTI-DIMENSIONAL, ADVERTISING IMPRESSION INVENTORY |
| AppNexus Yieldex LLC | USA | US 14/248,250 | 4/8/2014 | NETWORK-BASED SYSTEMS AND METHODS FOR DEFINING AND MANAGING MULTI-DIMENSIONAL, ADVERTISING IMPRESSION INVENTORY |
| AppNexus Yieldex | USA | US 12/628,958 | 10/2/2012 | METHOD AND APPARATUS FOR |

| <u>Grantor</u> | <u>Jurisdiction</u> | <u>Application No.</u> | <u>Filing Date</u> | <u>Title</u> |
|----------------------|---------------------|------------------------|--------------------|---|
| LLC | | | | MAXIMIZING PUBLISHER REVENUE |
| AppNexus Yieldex LLC | USA | US 11/743,962 | 5/3/2007 | NETWORK-BASED SYSTEMS AND METHODS FOR DEFINING AND MANAGING MULTI-DIMENSIONAL, ADVERTISING IMPRESSION INVENTORY |
| AppNexus Yieldex LLC | USA | US 14/671,832 | 3/27/2015 | NETWORK-BASED SYSTEMS AND METHODS FOR DEFINING AND MANAGING MULTI-DIMENSIONAL, ADVERTISING IMPRESSION INVENTORY |
| AppNexus Yieldex LLC | USA | US 14/682,394 | 4/9/2015 | NETWORK-BASED SYSTEMS AND METHODS FOR DEFINING AND MANAGING MULTI-DIMENSIONAL, ADVERTISING IMPRESSION INVENTORY |
| AppNexus Yieldex LLC | USA | US 14/682,464 | 4/9/2015 | NETWORK-BASED SYSTEMS AND METHODS FOR DEFINING AND MANAGING MULTI-DIMENSIONAL, ADVERTISING IMPRESSION INVENTORY |
| AppNexus Inc. | US | 12/717,990 | 3/5/2010 | Advertising Platform User Data Store Management |
| AppNexus Inc. | US | 14/794,363 | 7/8/2015 | Advertising Platform User Data Store Management |
| AppNexus Inc. | US | 12/717,996 | 3/5/2010 | Advertising Platform Creative Approval |
| AppNexus Inc. | US | 12/718,000 | 3/5/2010 | Advertising Platform Transaction Management |
| AppNexus Inc. | US | 13/049,534 | 3/16/2011 | Advertising Bid Price Modifiers |
| AppNexus Inc. | US | 13/049,579 | 3/16/2011 | Advertising Venues and Optimization |
| AppNexus Inc. | US | 13/049,482 | 3/16/2011 | Cross Platform Impression Inventory Classification |
| AppNexus Inc. | US | 13/561,855 | 7/30/2012 | Targeted Learning In Online Advertising Auction Exchanges |
| AppNexus Inc. | US | 14/213,754 | 3/14/2014 | Learn Budgeting In Online Advertising Auction Exchanges |
| AppNexus Inc. | US | 13/538,514 | 6/29/2012 | Auction Tiering In Online Advertising Auction Exchanges |
| AppNexus Inc. | US | 13/907,578 | 5/31/2013 | Application Marketplace for Online Advertising Applications |
| AppNexus Inc. | US | 13/907,580 | 5/31/2013 | Application Marketplace for Online Advertising Applications |
| AppNexus Inc. | US | 13/631,984 | 9/29/2012 | Systems and Methods for Serving Secure Content |
| AppNexus Inc. | US | 14/181,237 | 2/14/2014 | Systems and Methods for Privacy-Safe User Tracking |
| AppNexus Inc. | US | 14/213,799 | 3/14/2014 | System and Method for |

| <u>Grantor</u> | <u>Jurisdiction</u> | <u>Application No.</u> | <u>Filing Date</u> | <u>Title</u> |
|----------------------|---------------------|------------------------|--------------------|---|
| | | | | Applying Targeting Audience Bid Modifiers |
| AppNexus Inc. | US | 14/295,652 | 6/4/2014 | Method and System for Impression Inventory Trading |
| AppNexus Inc. | US | 14/592,377 | 1/8/2015 | Systems and Methods for Mobile Advertisement Review |
| AppNexus Inc. | US | 14/550,287 | 11/21/2014 | Methods and Apparatus for Statistical Mobile Device Identification |
| AppNexus Inc. | US | 14/661,695 | 3/18/2015 | Methods and Systems for Dynamic Auction Floors |
| AppNexus Inc. | US | 14/554,976 | 11/26/2014 | Selecting Bids for Online Advertising Space Auction |
| AppNexus Inc. | US | 14/746,288 | 6/22/2015 | Advertisement Space Auction Allowing for Secondary Auctions |
| AppNexus Inc. | US | 14/561,615 | 12/5/2014 | Modulating Budget Spending Pace for Online Advertising Auction by Adjusting Bid Prices |
| AppNexus Inc. | US | 14/597,715 | 1/15/2015 | Modifying Bid Price for Online Advertising Auction Based on User Impression Frequency |
| AppNexus Inc. | US | 14/879,474 | 10/9/2015 | Systems and Methods for Pixel-Based Watermarking |
| AppNexus Inc. | US | 14/745,884 | 6/22/2015 | Real-Time Online Advertisement Type Overrides |
| AppNexus Inc. | US | 14/746,304 | 6/22/2015 | Controlling User Data Visibility in Online Ad Auctions |
| AppNexus Inc. | US | 14/745,844 | 6/22/2015 | Cost-Per-View and Cost-Per-Impression Bids on a Single Impression |
| AppNexus Inc. | US | 14/685,919 | 4/14/2015 | Cost-Per-View Advertisement Bidding |
| AppNexus Inc. | US | 14/838,758 | 8/28/2015 | Systems and Techniques for Allocating Ad Space Inventory |
| AppNexus Inc. | US | 15/180,913 | 6/13/2016 | Online Ad Auction Based on Predicted Ad Space View-Ability |
| AppNexus YieldEx LLC | US | 9,092,807 | 7/28/2015 | Network-Based Systems and Methods for Defining and Managing Multi-Dimensional, Advertising Impression Inventory |
| AppNexus Inc. | US | 14/807,541 | 7/23/2015 | Network-Based Systems and Methods for Defining and Managing Multi-Dimensional, Advertising Impression Inventory |

| <u>Grantor</u> | <u>Jurisdiction</u> | <u>Application No.</u> | <u>Filing Date</u> | <u>Title</u> |
|----------------------|---------------------|------------------------|--------------------|---|
| AppNexus YieldEx LLC | US | 8,392,248 | 3/5/2013 | Network-Based Systems and Methods for Defining and Managing Multi-Dimensional, Advertising Impression Inventory |
| AppNexus YieldEx LLC | US | 8,412,572 | 4/2/2013 | Network-Based Systems and Methods for Defining and Managing Multi-Dimensional, Advertising Impression Inventory |
| AppNexus Inc. | US | 13/167,590 | 6/23/2011 | Network-Based Systems and Methods for Defining and Managing Multi-Dimensional, Advertising Impression Inventory |
| AppNexus YieldEx LLC | US | 9,082,138 | 7/14/2015 | Network-Based Systems and Methods for Defining and Managing Multi-Dimensional, Advertising Impression Inventory |
| AppNexus Inc. | US | 14/671,832 | 3/27/2015 | Network-Based Systems and Methods for Defining and Managing Multi-Dimensional, Advertising Impression Inventory |
| AppNexus Inc. | US | 14/682,394 | 4/9/2015 | Network-Based Systems and Methods for Defining and Managing Multi-Dimensional, Advertising Impression Inventory |
| AppNexus Inc. | US | 14/682,464 | 4/9/2015 | Network-Based Systems and Methods for Defining and Managing Multi-Dimensional, Advertising Impression Inventory |
| AppNexus Inc. | US | 62/249,861 | 11/2/2015 | Low-Latency Client-Side Multimedia Ad Mediation with Local Storage |
| AppNexus Inc. | US | 62/298,602 | 2/23/2016 | Low-Latency Client-Side Multimedia Ad Mediation with Local Storage |
| AppNexus Inc. | US | 62/289,062 | 1/29/2016 | Budget Pacing |
| AppNexus Inc. | US | 62/298,570 | 2/23/2016 | Systems and Techniques for Prefetching Data |
| AppNexus YieldEx LLC | US | 8,280,765 | 10/2/2012 | Method and Apparatus for Maximizing Publisher Revenue |
| AppNexus YieldEx LLC | US | 6,026,368 | 2/15/2000 | On-Line Interactive System and Method for Providing Content |

| <u>Grantor</u> | <u>Jurisdiction</u> | <u>Application No.</u> | <u>Filing Date</u> | <u>Title</u> |
|-------------------------|---------------------|----------------------------|--------------------|---|
| | | | | and Advertising Information to a Targeted Set of Viewers |
| AppNexus YieldEx LLC | US | 6,601,041 | 7/29/2003 | A Method of Providing Targeted Advertisements to a Computer Mediated Communications Network |
| | | | | |