

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT5246680

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST : RECORDED AT REEL/FRAME - 43357-0716
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
SILICON VALLEY BANK	11/20/2018
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	MYPOINTS.COM LLC
<b>Street Address:</b>	100 N. SEPULVEDA BLVD
<b>Internal Address:</b>	8TH FLOOR
<b>City:</b>	EL SEGUNDO
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90245
<b>PROPERTY NUMBERS Total: 26</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	09080946
Application Number:	11416593
Application Number:	11416653
Application Number:	11416661
Application Number:	11416687
Application Number:	11417088
Application Number:	11459900
Application Number:	11691233
Application Number:	11691923
Application Number:	11696545
Application Number:	11740359
Application Number:	11752799
Application Number:	11770994
Application Number:	11782340
Application Number:	11782417
Application Number:	11828203
Application Number:	11832013
Application Number:	12108115
Application Number:	12108146

PATENT

Property Type	Number
Application Number:	12108149
Application Number:	12400648
Application Number:	12423643
Application Number:	12644512
Application Number:	12695775
Application Number:	15040574
Application Number:	11780617

#### CORRESPONDENCE DATA

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<b>ATTORNEY DOCKET NUMBER:</b>	45414-1
<b>NAME OF SUBMITTER:</b>	RAZA SIDDIQUI
<b>SIGNATURE:</b>	/razasiddiqui/
<b>DATE SIGNED:</b>	11/20/2018
	This document serves as an Oath/Declaration (37 CFR 1.63).

#### Total Attachments: 6

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## RELEASE OF SECURITY INTEREST IN PATENTS

THIS RELEASE OF SECURITY INTEREST IN PATENTS ("Release") is made as of November 20, 2018 ("Effective Date"), by and between Silicon Valley Bank ("Grantee") and MyPoints.com, LLC ("Grantor").

WHEREAS, pursuant to the terms and conditions of that certain Intellectual Property Security Agreement, by and between Grantor and Grantee, dated April 19, 2016 ("Patent Security Agreement"), Grantor granted to Grantee a continuing security interest in and to all of Grantor's right, title and interest in and to all of the patents and patent applications owned by Grantor (collectively, "Patents"), including, without limitation, the United States patents set forth on Schedule A attached hereto;

WHEREAS, the Patent Security Agreement was recorded with the United States Patent and Trademark Office ("PTO") on August 22, 2017, at Reel 43357, Frame 0716;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantee hereby terminates the Patent Security Agreement, and hereby terminates, cancels and releases any and all security interests it has against the Patents.

Grantee represents and warrants that: (i) it has the full power and authority to execute this Release; (ii) it has not assigned, transferred, restricted or otherwise encumbered any security interest it has against the Patents; (iii) it has not recorded or otherwise evidenced its security interest with respect to any patent or patent application owned by Grantor, other than those of the foregoing applications set forth on Schedules A (attached hereto), in any jurisdiction throughout the world.

Grantee shall take all further actions, and provide to Grantor, Grantor's successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), requested by Grantor to more fully and effectively effectuate the purposes of this Release.

\* \* \* \* \*

IN WITNESS WHEREOF, Grantee has caused this Release to be executed by its duly authorized representative as of the Effective Date.

Silicon Valley Bank

  
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Name: Andrew Skalitzy

Title: VP

## SCHEDULE A

### U.S. PATENTS

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
DYNAMIC E-MAIL	8438059	
	20110184793	07/28/2011
	12695775	01/28/2010
System and Method for Web-Based Consumer-to-Business Referral	20100262461	10/14/2010
	12423643	04/14/2009
Method of Providing Multi-Source Data Pull and User Notification	20100257135	10/07/2010
	11780617	07/20/2007
System and Method of Efficiently Generating and Sending Bulk Emails	8135675	
	20100205476	08/12/2010
	12644512	12/22/2009
Method for Providing Custom Profile Analysis in a Demographic Information System	20090327026	12/31/2009
	12108115	04/23/2008
System and Method for Electronic Feedback for Transaction Triggers	20090228340	09/10/2009
	12400648	03/09/2009
Method of Refining and Selecting Data Repository Members	20090019003	01/15/2009
	11782417	07/24/2007
SYSTEM AND METHOD OF PERSONALIZING WEB PAGES BY PRE-FETCHING SUBSETS OF INDIVIDUAL MEMBER DATA	20080288863	11/20/2008
	11832013	08/01/2007
RULE-BASED DRY RUN METHODOLOGY IN AN INFORMATION MANAGEMENT SYSTEM	8046255	
	20080275916	11/06/2008
	11752799	05/23/2007
System and Method for Generating Personalized Offers Through an Information Gathering System	20080201472	08/21/2008
	12108149	04/23/2008

Target Query System and Method	20080071747 11691233	03/20/2008 03/26/2007
SYSTEM AND METHOD OF EFFICIENT E-MAIL LINK EXPIRATION	20080028446 11459900	01/31/2008 07/25/2006
Method of Efficient Target Query Selection Ranging	7792835 20080027951 11782340	12/31/2008 07/24/2007
System and method for evenly distributing data across a distributed member architecture utilizing a home silo	20070288466 11416661	12/13/2007 05/02/2006
System and Method for Associating Threads with an Account Statement to Provide Access to set a Set of Transactions	20070282922 11740359	12/06/2007 04/26/2007
Robust silo based system architecture	20070271315 11416593	11/22/2007 05/02/2006
System and method for a providing three-way failover for transactional database	7613742 20070260696 11416653	11/08/2007 05/02/2006
System and method of efficiently generating and sending bulk emails	7689606 20070260692 11416687	11/08/2007 05/02/2006
Real-time aggregate counting in a distributed system architecture	20070260641 11417088	11/08/2007 05/02/2006
Demographic information gathering and incentive award system and method	8086487 11770994	12/27/2011 06/29/2007
System and method for tracking user activity in an incentive award system	8050967 12108146	11/01/2011 04/23/2008
System and method of spam proof e-mail bounce tracking	7984297 11828203	07/19/2011 07/25/2007

Method for providing the appearance of a single data repository for queries initiated in a system incorporating distributed member server groups	7908264 11691923	03/15/2011 03/27/2007
Member activation	7685231 11696545	05/23/2010 04/04/2007
Rule-based dry run methodology in an information management system	7627572 11752799	12/01/2009 05/23/2007
Demographic information gathering and incentive award system and method	7240022 09880946	07/03/2007 05/19/1998
System and method of efficiently generating and sending bulk emails	8135675 12644512	05/13/2012 12/23/2009
System and method of efficiently generating and sending bulk emails	7689606 11416687	03/30/2010 05/02/2006
Method for providing custom profile analysis in a demographic information system	8566140 12108115	10/22/2013 04/23/2008
System and method for generating personalized offers through an information gathering system	8046255 12108149	10/25/2011 04/23/2008
Method of efficient target query selection ranging	7792835 11782340	09/07/2010 07/24/2007
System and method for providing three-way failover for a transactional database	7613742 11416653	11/03/2009 05/02/2006
SYSTEMS AND METHODS FOR GIFT CARD EXCHANGE	15040574	02/10/2016

