

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT5483080

|                                                                                                                                                                                                 |                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| <b>SUBMISSION TYPE:</b>                                                                                                                                                                         | NEW ASSIGNMENT                                |
| <b>NATURE OF CONVEYANCE:</b>                                                                                                                                                                    | SECURITY INTEREST                             |
| <b>CONVEYING PARTY DATA</b>                                                                                                                                                                     |                                               |
| <b>Name</b>                                                                                                                                                                                     | <b>Execution Date</b>                         |
| CLICKFOX, INC.                                                                                                                                                                                  | 04/19/2019                                    |
| <b>RECEIVING PARTY DATA</b>                                                                                                                                                                     |                                               |
| <b>Name:</b>                                                                                                                                                                                    | WESTERN ALLIANCE BANK, AN ARIZONA CORPORATION |
| <b>Street Address:</b>                                                                                                                                                                          | 55 ALMADEN BOULEVARD, SUITE 100               |
| <b>City:</b>                                                                                                                                                                                    | SANTA CLARA                                   |
| <b>State/Country:</b>                                                                                                                                                                           | CALIFORNIA                                    |
| <b>Postal Code:</b>                                                                                                                                                                             | 95113                                         |
| <b>PROPERTY NUMBERS Total: 8</b>                                                                                                                                                                |                                               |
| <b>Property Type</b>                                                                                                                                                                            | <b>Number</b>                                 |
| Patent Number:                                                                                                                                                                                  | 8769441                                       |
| Patent Number:                                                                                                                                                                                  | 7725840                                       |
| Patent Number:                                                                                                                                                                                  | 7673340                                       |
| Patent Number:                                                                                                                                                                                  | 7644134                                       |
| Patent Number:                                                                                                                                                                                  | 7305622                                       |
| Patent Number:                                                                                                                                                                                  | 7152106                                       |
| Patent Number:                                                                                                                                                                                  | 7107535                                       |
| Application Number:                                                                                                                                                                             | 14319879                                      |
| <b>CORRESPONDENCE DATA</b>                                                                                                                                                                      |                                               |
| <b>Fax Number:</b>                                                                                                                                                                              |                                               |
| <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> |                                               |
| <b>Phone:</b>                                                                                                                                                                                   | 7033826485                                    |
| <b>Email:</b>                                                                                                                                                                                   | DHall@vlpawgroup.com                          |
| <b>Correspondent Name:</b>                                                                                                                                                                      | DAVIS HALL                                    |
| <b>Address Line 1:</b>                                                                                                                                                                          | 1029 N STUART STREET                          |
| <b>Address Line 2:</b>                                                                                                                                                                          | UNIT 200                                      |
| <b>Address Line 4:</b>                                                                                                                                                                          | ARLINGTON, VIRGINIA 22201                     |
| <b>ATTORNEY DOCKET NUMBER:</b>                                                                                                                                                                  | WAL-CLICKFOX                                  |
| <b>NAME OF SUBMITTER:</b>                                                                                                                                                                       | DAVIS HALL                                    |
| <b>SIGNATURE:</b>                                                                                                                                                                               | /DavisHall/                                   |

PATENT

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>DATE SIGNED:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 04/19/2019 |
| <b>Total Attachments: 6</b><br>source=WAL_ClickFox_Intellectual Property Security Agreement_Executed_4-19-19#page1.tif<br>source=WAL_ClickFox_Intellectual Property Security Agreement_Executed_4-19-19#page2.tif<br>source=WAL_ClickFox_Intellectual Property Security Agreement_Executed_4-19-19#page3.tif<br>source=WAL_ClickFox_Intellectual Property Security Agreement_Executed_4-19-19#page4.tif<br>source=WAL_ClickFox_Intellectual Property Security Agreement_Executed_4-19-19#page5.tif<br>source=WAL_ClickFox_Intellectual Property Security Agreement_Executed_4-19-19#page6.tif |            |

## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT, dated as of April 19, 2019 (the "Agreement") between WESTERN ALLIANCE BANK, an Arizona corporation ("Lender") and CLICKFOX, INC., a Delaware corporation, ("Grantor") is made with reference to the Loan and Security Agreement, dated as of April 19, 2019 (as amended from time to time, the "Loan Agreement"), between Lender and Grantor. Terms defined in the Loan Agreement have the same meaning when used in this Agreement.

For good and valuable consideration, receipt of which is hereby acknowledged, Grantor hereby covenants and agrees as follows:

To secure the Obligations under the Loan Agreement, Grantor grants to Lender a security interest in all right, title, and interest of Grantor in any of the following, whether now existing or hereafter acquired or created in any and all of the following property (collectively, the "Intellectual Property Collateral"):

(a) copyright rights, copyright applications, copyright registrations and like protections in each work or authorship and derivative work thereof, whether published or unpublished and whether or not the same also constitutes a trade secret, now or hereafter existing, created, acquired or held (collectively, the "Copyrights"), including the Copyrights described in Exhibit A;

(b) trademark and servicemark rights, whether registered or not, applications to register and registrations of the same and like protections, and the entire goodwill of the business of Borrower connected with and symbolized by such trademarks (collectively, the "Trademarks"), including the Trademarks described in Exhibit B;

(c) patents, patent applications and like protections including without limitation improvements, divisions, continuations, renewals, reissues, extensions and continuations-in-part of the same (collectively, the "Patents"), including the Patents described in Exhibit C;

(d) mask work or similar rights available for the protection of semiconductor chips or other products (collectively, the "Mask Works");

(e) trade secrets, and any and all intellectual property rights in computer software and computer software products;

(f) design rights;

(g) claims for damages by way of past, present and future infringement of any of the rights included above, with the right, but not the obligation, to sue for and collect such damages for said use or infringement of the intellectual property rights identified above;

(h) licenses or other rights to use any of the Copyrights, Patents, Trademarks, or Mask Works, and all license fees and royalties arising from such use to the extent permitted by such license or rights;

(i) amendments, renewals and extensions of any of the Copyrights, Trademarks, Patents, or Mask Works; and

(j) proceeds and products of the foregoing, including without limitation all payments under insurance or any indemnity or warranty payable in respect of any of the foregoing.

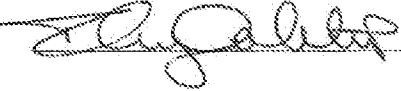
The rights and remedies of Lender with respect to the security interests granted hereunder are in addition to those set forth in the Loan Agreement, and those which are now or hereafter available to Lender as a matter of law or equity. Each right, power and remedy of Lender provided for herein or in the Loan Agreement, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall be in addition to every right, power or remedy provided for herein, and the exercise by Lender of any one or more of such rights, powers or remedies does not preclude the simultaneous or later exercise by Lender of any other rights, powers or remedies.

*[Signature Page Follows]*

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

**GRANTOR:**

CLICKFOX, INC., a Delaware corporation

By: 

Name: Timothy Dahltorp

Title: Chief Financial Officer

Address for Notices:

Attn:

5575 DTC Parkway, Suite 300  
Greenwood Village, CO 80111

Fax: \_\_\_\_\_

**LENDER:**

WESTERN ALLIANCE BANK, an Arizona corporation

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address for Notices:

Attn:

55 Almaden Boulevard, Suite 100  
San Jose, California 95113

Tel: (408) 556-6501

Fax: (408) 282-1681

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

**GRANTOR:**

CLICKFOX, INC., a Delaware corporation

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address for Notices:

Attn:

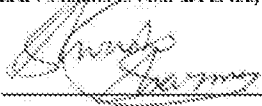
5575 DTC Parkway, Suite 300

Greenwood Village, CO 80111

Fax: \_\_\_\_\_

**LENDER:**

WESTERN ALLIANCE BANK, an Arizona corporation

By:  \_\_\_\_\_

Name: Shirish Sharma

Title: AVP

Address for Notices:

Attn:

55 Almaden Boulevard, Suite 100

San Jose, California 95113

Tel: (408) 556-6501

Fax: (408) 282-1681

EXHIBIT A  
COPYRIGHTS

Please Check if No Copyrights Exist **X**

| <u>Type of Work:</u> | <u>Title:</u> | <u>International Standard Serial Number (ISSN):</u> | <u>Registration Number:</u> | <u>Filing Date:</u> | <u>Pre - registered?</u> |
|----------------------|---------------|-----------------------------------------------------|-----------------------------|---------------------|--------------------------|
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EXHIBIT B  
TRADEMARKS

Please Check if No Trademarks Exist ☐

| <u>Mark / Title:</u>  | <u>U.S. Serial Number:</u> | <u>U.S. Registration Number:</u> | <u>USPTO Reference Number:</u> | <u>Filing Date:</u> |
|-----------------------|----------------------------|----------------------------------|--------------------------------|---------------------|
| JOURNEY SCIENCES      | 86894238                   | 5299045                          |                                | 02/02/16            |
| JOURNEY DATASETS      | 86894172                   | 5278271                          |                                | 02/02/16            |
| JOURNEY ARCHITECTURE  | 86898494                   | 5258007                          |                                | 02/05/16            |
| JOURNEY SCIENCES      | 86764240                   | 5251724                          |                                | 09/22/15            |
| JOURNEYS TELL A STORY | 86894209                   | 5182897                          |                                | 02/02/16            |
| CLICKFOX              | 76075490                   | 2595466                          |                                | 06/22/00            |
|                       |                            |                                  |                                |                     |
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## EXHIBIT C

## PATENTS

Please Check if No Patents Exist ☐

| <u>Title:</u>                                                                   | <u>Patent Number:</u> | <u>Application Serial<br/>Number:</u> | <u>Issued or<br/>Published?</u> | <u>Issue Date:</u> |
|---------------------------------------------------------------------------------|-----------------------|---------------------------------------|---------------------------------|--------------------|
| SYSTEM AND METHOD FOR MODIFYING LINKS WITHIN A WEB SITE                         |                       | 14319879                              | Issued                          | 06/30/14           |
| System and method for modifying links within a web site                         | 8769441               | 12784183                              | Published                       | 05/20/10           |
| System and method for modifying links within a web site                         | 7725840               | 11491678                              | Published                       | 07/24/06           |
| System and method for analyzing system user behavior                            | 7673340               | 11143778                              | Published                       | 06/02/05           |
| System and method for analyzing system visitor activities                       | 7644134               | 10190313                              | Published                       | 07/05/02           |
| Graphical user interface and web site evaluation tool for customizing web sites | 7305622               | 10005182                              | Published                       | 12/05/01           |
| Use of various methods to reconstruct experiences of web site visitors          | 7152106               | 10190338                              | Published                       | 07/05/02           |
| System and method for providing customized web pages                            | 7107535               | 09778562                              | Published                       | 02/07/01           |
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