

## PATENT ASSIGNMENT COVER SHEET

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Stylesheet Version v1.2

EPAS ID: PAT6548279

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Execution Date
FIRST EAGLE PRIVATE CREDIT, LLC, AS SUCCESSOR TO NEWSTAR FINANCIAL, INC	02/03/2021

**RECEIVING PARTY DATA**

<b>Name:</b>	ZBT ACQUISITION CORP.
<b>Street Address:</b>	185 MADISON AVENUE
<b>Internal Address:</b>	5TH FLOOR
<b>City:</b>	NEW YORK
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10016
<b>Name:</b>	ZETA GLOBAL CORP.
<b>Street Address:</b>	3 PARK AVE
<b>Internal Address:</b>	33RD FLOOR
<b>City:</b>	NEW YORK
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10016
<b>Name:</b>	935 KOP ASSOCIATES, LLC
<b>Street Address:</b>	185 MADISON AVENUE 5TH FLOOR
<b>City:</b>	NEW YORK
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10016

**PROPERTY NUMBERS Total: 78**

Property Type	Number
Patent Number:	10789623
Patent Number:	10785614
Patent Number:	10778620
Patent Number:	10698970
Patent Number:	10602323
Patent Number:	10546325
Patent Number:	10387908
Patent Number:	10257672

PATENT

<b>Property Type</b>	<b>Number</b>
<b>Patent Number:</b>	10204358
<b>Patent Number:</b>	10142811
<b>Patent Number:</b>	10049169
<b>Patent Number:</b>	10043197
<b>Patent Number:</b>	10037546
<b>Patent Number:</b>	9996850
<b>Patent Number:</b>	9967721
<b>Patent Number:</b>	9875485
<b>Patent Number:</b>	9785974
<b>Patent Number:</b>	9769633
<b>Patent Number:</b>	9691080
<b>Patent Number:</b>	9641632
<b>Patent Number:</b>	9351134
<b>Patent Number:</b>	9300636
<b>Patent Number:</b>	9262509
<b>Patent Number:</b>	9104883
<b>Patent Number:</b>	8990337
<b>Patent Number:</b>	8949890
<b>Patent Number:</b>	8762382
<b>Patent Number:</b>	8412941
<b>Patent Number:</b>	8326688
<b>Patent Number:</b>	8296176
<b>Patent Number:</b>	8108475
<b>Patent Number:</b>	8005715
<b>Patent Number:</b>	7992210
<b>Patent Number:</b>	7966564
<b>Patent Number:</b>	7853700
<b>Patent Number:</b>	7610627
<b>Patent Number:</b>	7593868
<b>Patent Number:</b>	7536439
<b>Patent Number:</b>	7313622
<b>Application Number:</b>	16256651
<b>Application Number:</b>	16984081
<b>Application Number:</b>	63053705
<b>Application Number:</b>	16453471
<b>Application Number:</b>	15594104
<b>Application Number:</b>	15594284
<b>Application Number:</b>	14662155

Property Type	Number
Application Number:	16933917
Application Number:	16460492
Application Number:	15879351
Application Number:	15430156
Application Number:	16433702
Application Number:	16182044
Application Number:	16460398
Application Number:	15147615
Application Number:	15430146
Application Number:	16668940
Application Number:	16220518
Application Number:	15059645
Application Number:	14887600
Application Number:	14178708
Application Number:	15642536
Application Number:	16924151
Application Number:	16680871
Application Number:	16040690
Application Number:	15988818
Application Number:	15988850
Application Number:	63046682
Application Number:	16917715
Application Number:	63072912
Application Number:	17027647
Application Number:	15380815
Application Number:	15367579
Application Number:	61832660
Application Number:	14166661
Application Number:	61874864
Application Number:	14474101
Application Number:	14166698
PCT Number:	US2014054348

**CORRESPONDENCE DATA**

Fax Number: (704)503-2622

*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.*

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Email: msheehan@kslaw.com

**Correspondent Name:** KING & SPALDING LLP  
**Address Line 1:** 300 S. TRYON ST., STE 1700  
**Address Line 2:** ATTN: MOIRA SHEEHAN  
**Address Line 4:** CHARLOTTE, NORTH CAROLINA 28202

**ATTORNEY DOCKET NUMBER:** 22939.515065

**NAME OF SUBMITTER:** MOIRA SHEEHAN

**SIGNATURE:** /Moira Sheehan/

**DATE SIGNED:** 02/11/2021

**Total Attachments: 7**

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## RELEASE OF GRANT OF SECURITY INTERESTS IN PATENTS

**THIS RELEASE OF GRANT OF SECURITY INTERESTS IN PATENTS** (this “**Release**”) is made as of February 3, 2021 (the “**Effective Date**”) by FIRST EAGLE PRIVATE CREDIT, LLC, as successor to Newstar Financial, Inc., as administrative agent (the “**Administrative Agent**”), in favor of ZBT ACQUISITION CORP., a Delaware limited liability company (“**ZBT**”); ZETA GLOBAL CORP., a Delaware limited liability company (“**Zeta Global**”); 935 KOP ASSOCIATES, LLC, a Delaware limited liability company (“**935 KOP**”); and each of the other subsidiaries which became grantors prior to the date hereof (each, a “**Grantor**”, and collectively the “**Grantors**”) to each Grant of Security Interest in Patents described below (each, a “**Patent Security Interest Grant**” and, collectively, the “**Patent Security Interest Grants**”). All terms not herein defined, have the meanings set forth in the Patent Security Interest Grants referenced below.

**WHEREAS**, ZBT, Zeta Global, 935 KOP, Zeta Global Holdings Corp., a Delaware corporation, as borrower (the “**Borrower**”), the other Obligors from time to time party thereto, the lenders from time to time party thereto (the “**Lenders**”) and the Administrative Agent are parties to that certain Credit Agreement dated as of July 10, 2015 (as amended, restated, amended and restated, modified, extended, replaced, or supplemented from time to time, the “**Credit Agreement**”) pursuant to which the Lenders agreed to make certain loans to the Borrower;

**WHEREAS**, pursuant to the Credit Agreement, ZBT, Zeta Global, 935 KOP, the other Obligors from time to time party thereto and the Administrative Agent entered into that certain Guaranty and Security Agreement, dated as of July 10, 2015 (as amended, restated, amended and restated, modified, extended, replaced, or supplemented from time to time, the “**Guaranty and Security Agreement**”) for benefit of the secured parties referenced therein (the “**Secured Parties**”);

**WHEREAS**, pursuant to the Guaranty and Security Agreement, each Grantor was required to execute and deliver a Patent Security Interest Grant to the Administrative Agent for purposes of filing with the United States Patent and Trademark Office (“**USPTO**”);

**WHEREAS**, pursuant to the Credit Agreement and each Patent Security Interest Grant, each Grantor granted and conveyed to the Administrative Agent on behalf of the Secured Parties, a continuing security interest in, and a right to set off against, any and all right, title and interest of such Obligor in and to the Patents as defined in the applicable Patent Security Interest Grant including, without limitation, those listed on Schedule A hereto (the “**Released Patents**”);

**WHEREAS**, a Patent Security Interest Grant, dated November 2, 2015, executed by 935 KOP was recorded in the patent assignment office of the USPTO on November 3, 2015 at reel/frame 036949/0748; and

**WHEREAS**, a Patent Security Interest Grant, dated July 14, 2017, executed by ZBT was recorded in the patent assignment office of the USPTO on July 17, 2017 at reel/frame 043024/0607; and

**WHEREAS**, a Patent Security Interest Grant, dated December 2, 2020, was executed by Zeta Global was recorded in the patent assignment office of the USPTO on December 3, 2020 at reel/frame 054585/0770.

**WHEREAS**, all indebtedness of the Obligors for credit extended under the Credit Agreement has been fully paid and discharged and the Administrative Agent wishes to release its security interest in the Released Patents and terminate the Patent Security Interest Grants.

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Administrative Agent hereby terminates each Patent Security Interest Grant and terminates, releases and discharges any security interest in and lien upon the Released Patents and conveys to each Grantor, without representation, warranty or recourse of any kind, any and all right, title or interest in, or to, the Released Patents that the Administrative Agent may hold. The Administrative Agent agrees, at each Grantor's expense, to take all further reasonable actions, and provide to each Grantor and its successors, assigns and legal representatives all such reasonable cooperation and assistance as each Grantor and its successors, assigns and legal representatives may reasonably request in order to effectuate of record this Release.

[Signature Page Follows]

**IN WITNESS WHEREOF**, the Administrative Agent has caused this Release to be executed, on behalf the Secured Parties, by its duly authorized representative effective as of the Effective Date.

**FIRST EAGLE PRIVATE CREDIT, LLC**

A handwritten signature in cursive script that reads "Brian Forde".

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Name: Brian Forde  
Title: Managing Director

SCHEDULE A

**PATENT REGISTRATIONS/APPLICATIONS**

**Patents Issued:**

<u>Credit Party</u>	<u>Patent No.</u>	<u>Patent Name</u>
Zeta Global Corp.	10,789,623	AD COLLISION REDUCTION
Zeta Global Corp.	10,785,614	MESSAGING SERVICE APPLICATION PROGRAMMING INTERFACE
Zeta Global Corp.	10,778,620	Dynamic Content Delivery Via Email
Zeta Global Corp.	10,698,970	USING VISITOR CONTEXT AND WEB PAGE FEATURES TO SELECT WEB PAGES FOR DISPLAY
Zeta Global Corp.	10,602,323	MESSAGING SERVICE APPLICATION PROGRAMMING INTERFACE
Zeta Global Corp.	10,546,325	SYSTEMS AND METHODS FOR MESSAGE ALERTS AND REFERRALS
Zeta Global Corp.	10,387,908	MANAGEMENT OF AN ADVERTISING EXCHANGE USING EMAIL DATA
Zeta Global Corp.	10,257,672	MESSAGING SERVICE APPLICATION PROGRAMMING INTERFACE
Zeta Global Corp.	10,204,358	SYSTEMS AND METHODS FOR TEXT MESSAGE ALERTS AND REFERRALS
Zeta Global Corp.	10,142,811	MESSAGING SERVICE APPLICATION PROGRAMMING INTERFACE
Zeta Global Corp.	10,049,169	USING VISITOR CONTEXT AND WEB PAGE FEATURES TO SELECT WEB PAGES FOR DISPLAY
Zeta Global Corp.	10,043,197	ABUSIVE USER METRICS
Zeta Global Corp.	10,037,546	HONEYPOT WEB PAGE METRICS
Zeta Global Corp.	9,996,850	SAFE PIXEL
Zeta Global Corp.	9,967,721	MESSAGING SERVICE APPLICATION PROGRAMMING INTERFACE
Zeta Global Corp.	9,875,485	FIRST PARTY COOKIE ATTRIBUTION
Zeta Global Corp.	9,785,974	IDENTIFYING MOBILE APPLICATION INSTALLATIONS
Zeta Global Corp.	9,769,633	MESSAGING SERVICE APPLICATION PROGRAMMING INTERFACE
Zeta Global Corp.	9,691,080	FIRST PARTY COOKIE ATTRIBUTION
Zeta Global Corp.	9,641,632	METHOD OF STORING A WEB USER ID IN FIRST-PARTY COOKIES

Zeta Global Corp.	9,351,134	MESSAGING SERVICE APPLICATION PROGRAMMING INTERFACE
Zeta Global Corp.	9,300,636	SECURE DATA EXCHANGE TECHNIQUE
Zeta Global Corp.	9,262,509	METHOD AND SYSTEM FOR SEMANTIC DISTANCE MEASUREMENT
Zeta Global Corp.	9,104,883	SECURE DATA EXCHANGE TECHNIQUE
Zeta Global Corp.	8,990,337	TRACKING ADVERTISING ABANDONMENT RATES
Zeta Global Corp.	8,949,890	SYSTEM AND METHOD FOR TARGETING ADVERTISEMENTS
Zeta Global Corp.	8,762,382	METHOD AND SYSTEM FOR CLASSIFYING TEXT
Zeta Global Corp.	8,412,941	SECURE DATA EXCHANGE TECHNIQUE
Zeta Global Corp.	8,326,688	METHOD AND SYSTEM FOR BEHAVIORAL CLASSIFICATION
Zeta Global Corp.	8,296,176	MATCHING VISITORS AS LEADS TO LEAD BUYERS
Zeta Global Corp.	8,108,475	METHODS AND APPARATUS FOR CATEGORIZING FAILURE MESSAGES THAT RESULT FROM EMAIL MESSAGES
Zeta Global Corp.	8,005,715	DOMAINS TEMPLATE MANAGEMENT SYSTEM
Zeta Global Corp.	7,992,210	SECURE DATA EXCHANGE TECHNIQUE
Zeta Global Corp.	7,966,564	WEB PAGE SERVER PROCESS USING VISITOR CONTEXT AND PAGE FEATURES TO SELECT OPTIMIZED WEB PAGES FOR DISPLAY
Zeta Global Corp.	7,853,700	ONLINE SYSTEM AND METHOD FOR DYNAMIC SEGMENTATION AND CONTENT PRESENTATION
Zeta Global Corp.	7,610,627	SECURE DATA EXCHANGE TECHNIQUE
Zeta Global Corp.	7,593,868	SYSTEMS AND METHODS FOR PROVIDING CONTEXTUAL ADVERTISING INFORMATION VIA A COMMUNICATION NETWORK
Zeta Global Corp.	7,536,439	METHODS AND APPARATUS FOR CATEGORIZING FAILURE MESSAGES THAT RESULT FROM EMAIL MESSAGES
Zeta Global Corp.	7,313,622	ONLINE SYSTEM AND METHOD FOR DYNAMIC SEGMENTATION AND CONTENT PRESENTATION
Zeta Global Corp.	2,726,733 (Canada)	PLATFORM FOR COMMUNICATING ACROSS MULTIPLE COMMUNICATION CHANNELS
Zeta Global Corp.	3042512 (GB)	
Zeta Global Corp.	602014030187.8 (Germany)	
Zeta Global Corp.	3042512 (France)	

<u>Credit Party</u>	<u>Application No.</u>	<u>Patent Name</u>
Zeta Global Corp.	16/256,651	METHOD AND APPARATUS FOR REAL-TIME PERSONALIZATION
Zeta Global Corp.	16/984,081	AD COLLISION REDUCTION
Zeta Global Corp.	63/053,705	Ad Exchange Bid Optimization with Reinforcement Learning
Zeta Global Corp.	16/453,471	ADAPTIVE LEAD GENERATION FOR MARKETING
Zeta Global Corp.	15/594,104	ADAPTIVE LEAD GENERATION FOR MARKETING
Zeta Global Corp.	15/594,284	ADAPTIVE REAL TIME MODELING AND SCORING
Zeta Global Corp.	14/662,155	AUTOMATED CREATION OF AUDIENCE SEGMENTS THROUGH AFFINITIES WITH DIVERSE TOPICS
Zeta Global Corp.	16/933,917	DYNAMIC CONTENT DELIVERY
Zeta Global Corp.	16/460,492	DYNAMIC CONTENT DELIVERY VIA EMAIL
Zeta Global Corp.	15/879,351	DYNAMIC WEBSITE CONTENT OPTIMIZATION
Zeta Global Corp.	15/430,156	MANAGEMENT OF AN ADVERTISING EXCHANGE USING EMAIL DATA
Zeta Global Corp.	16/433,702	MANAGEMENT OF AN ADVERTISING EXCHANGE USING EMAIL DATA
Zeta Global Corp.	16/182,044	MATCHING VISITORS AS LEADS TO LEAD BUYERS
Zeta Global Corp.	15/367,579	METHOD AND APPARATUS FOR REAL-TIME PERSONALIZATION
Zeta Global Corp.	16/460,398	PERSONALIZED CONTENT SYSTEM
Zeta Global Corp.	15/147,615	PREDICTIVE MODELING AND ANALYTICS INTEGRATION PLATFORM
Zeta Global Corp.	15/430,146	PREDICTIVE MODELING OF ATTRIBUTION
Zeta Global Corp.	16/668,940	REALLOCATION OF ELECTRONIC RESOURCES USING A PREDICTIVE MODEL OF ATTRIBUTION
Zeta Global Corp.	16/220,518	SMART COPY OPTIMIZATION
Zeta Global Corp.	15/059,645	SYSTEM AND METHOD FOR DATA ENRICHMENT FOR REQUESTS FOR ADVERTISING ON MOBILE DEVICES
Zeta Global Corp.	14/887,600	System and Method for Forecasting of Asset Marketing

Zeta Global Corp.	14/178,708	System and Method for Predicting an Outcome By a User in a Single Score
Zeta Global Corp.	15/642,536	SYSTEM AND METHOD FOR TARGETING ADVERTISEMENTS
Zeta Global Corp.	16/924,151	SYSTEM OF EVALUATING REAL-TIME EMPLOYMENT RISK AND METHOD OF OPERATING
Zeta Global Corp.	16/680,871	SYSTEMS AND METHODS FOR MESSAGE ALERTS AND REFERRALS
Zeta Global Corp.	16/040,690	SYSTEMS AND METHODS FOR MULTI-PLATFORM INTEGRATION
Zeta Global Corp.	15/988,818	SYSTEMS AND METHODS FOR PROVIDING REAL-TIME DISCREPANCIES BETWEEN DISPARATE EXECUTION PLATFORMS
Zeta Global Corp.	15/988,850	SYSTEMS AND METHODS FOR PROVIDING REAL-TIME VALUES DETERMINED BASED ON AGGREGATED DATA FROM DISPARATE SYSTEMS
Zeta Global Corp.	63/046,682	SYSTEMS AND METHODS OF AUDIENCE EXPANSION USING DEEP AUTOENCODERS
Zeta Global Corp.	16/917,715	USING VISITOR CONTEXT AND WEB PAGE FEATURES TO SELECT WEB PAGES FOR DISPLAY
Zeta Global Corp.	63/072,912	System of determining Advertising Incremental Lift
Zeta Global Corp.	17/027,647	MESSAGING SERVICE APPLICATION PROGRAMMING INTERFACE
ZTB Acquisition Corp.	15/380,815	Dynamic Content Delivery Via Email
ZTB Acquisition Corp.	15/367,579	Method and Apparatus for Real-Time Personalization
935 KOP Associates, LLC	61/832,660	TEXT MESSAGING
935 KOP Associates, LLC	14/166,661	SYSTEMS AND METHODS FOR RETARGETING TEXT MESSAGE ALERTS
935 KOP Associates, LLC	61/874,864	SHORT MESSAGE SYSTEM APPLICATION PROGRAMMING INTERFACE
935 KOP Associates, LLC	14/474,101	MESSAGING SERVICE APPLICATION PROGRAMMING INTERFACE
935 KOP Associates, LLC	PCT/US2014/054348	MESSAGING SERVICE APPLICATION PROGRAMMING INTERFACE
935 KOP Associates, LLC	14/166,698	SYSTEMS AND METHODS FOR TEXT MESSAGE ALERTS AND REFERRALS

**PATENT**

**RECORDED: 02/11/2021**

**REEL: 055282 FRAME: 0286**