

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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EPAS ID: PAT6833865

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	TERMINATION OF PATENT SECURITY INTEREST
CONVEYING PARTY DATA	
Name	Execution Date
WESTERN ALLIANCE BANK	07/22/2021
RECEIVING PARTY DATA	
Name:	VIDEOAMP, INC.
Street Address:	2229 S. CARMELINA AVENUE
City:	LOS ANGELES
State/Country:	CALIFORNIA
Postal Code:	90064
PROPERTY NUMBERS Total: 11	
Property Type	Number
Application Number:	16190056
Application Number:	16120149
Application Number:	15985639
Application Number:	15985634
Application Number:	15406647
Patent Number:	10136174
Patent Number:	9980010
Application Number:	15219268
Patent Number:	9980011
Patent Number:	10085073
PCT Number:	US2017015870
CORRESPONDENCE DATA	
Fax Number:	
<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>	
Phone:	2023704750
Email:	ipteam@cogencyglobal.com
Correspondent Name:	JENNIFER TINDIE
Address Line 1:	1025 CONNECTICUT AVE., NW, SUITE 712
Address Line 2:	COGENY GLOBAL INC.
Address Line 4:	WASHINGTON, D.C. 20036

PATENT

ATTORNEY DOCKET NUMBER:	1434598
NAME OF SUBMITTER:	DILLON KELLY
SIGNATURE:	/Dillon Kelly/
DATE SIGNED:	07/27/2021
Total Attachments: 3 source=WAL_VideoAmp_Termination of Patent Security Interestv [Execution]#page1.tif source=WAL_VideoAmp_Termination of Patent Security Interestv [Execution]#page2.tif source=WAL_VideoAmp_Termination of Patent Security Interestv [Execution]#page3.tif	

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: VIDEOAMP, INC.
Patents: See attached Exhibit A

TERMINATION OF PATENT SECURITY INTEREST

WHEREAS, VIDEOAMP, INC., a Delaware corporation (the “*Company*”), having their principal offices at 2229 S. Carmelina Avenue, Los Angeles, CA 90064, has adopted, used or had an intent-to-use the patents listed on the attached Exhibit A, now registered or in the process of registration in the United States Patent and Trademark Office;

WHEREAS, the Company entered into that certain Intellectual Property Security Agreement dated October 21, 2019 (the “*Security Agreement*”), by and between the Company and Western Alliance Bank, an Arizona corporation (the “*Lender*”), a true and correct copy of which was recorded by the United States Patent and Trademark Office on October 21, 2019, at Reel 050782 Frame 0704 (corrective assignment file on November 21, 2019, at Reel 051091 Frame 0465);

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Lender hereby:

1. releases and reassigns to the Company any and all liens, security interests, right, title and interest of the Lender (including pursuant to the Security Agreement) in the patents and patent applications more fully described on Exhibit A, without recourse or representation or warranty, express or implied;
2. authorizes and requests the Commissioner of Patents and Trademarks of the United States of America to note and record the existence of termination hereby given; and
3. authorizes the filing of this Termination of Patent Security Interest in the United States Patent and Trademark Office.

IN WITNESS WHEREOF, Lender has caused this Termination of Patent Security Interest to be signed by their duly authorized representatives as of this 22nd day of July, 2021.

Western Alliance Bank, an Arizona corporation

Address:

Western Alliance Bank, an Arizona corporation
55 Almaden Boulevard, Suite 100
San Jose, CA 95113
Attention: _____

By:  _____

Name: Victor Le

Title: Senior Director

EXHIBIT A

PATENTS

<u>Title:</u>	<u>Patent Number:</u>	<u>Application Serial Number:</u>	<u>Issued or Published ?</u>	<u>Issue Date:</u>
PROGRAMMATIC TV ADVERTISING PLACEMENT USING CROSSSCREEN CONSUMER DATA		16190056		11/13/2018
TARGETING TV ADVERTISING SLOTS BASED ON CONSUMER ONLINE BEHAVIOR		16120149		08/31/2018
SEQUENTIAL DELIVERY OF ADVERTISING CONTENT ACROSS MEDIA DEVICES		15985639		05/21/2018
CROSS-SCREEN OPTIMIZATION OF ADVERTISING PLACEMENT		15985634		09/20/2018
YIELD OPTIMIZATION OF CROSS- SCREEN ADVERTISING PLACEMENT		15406647		01/13/2017
Programmatic TV advertising placement using cross-screen consumer data	10136174	15421243		11/20/2018
Cross-screen optimization of advertising placement	9980010	15219262		05/22/2018

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CROSS-SCREEN MEASUREMENT ACCURACY IN ADVERTISING PERFORMANCE		15219268		07/25/2016
Sequential delivery of advertising content across media devices	9980011	15219264		05/22/2018
Targeting TV advertising slots based on consumer online behavior	10085073	15219259		09/25/2018
PROGRAMMATIC TV ADVERTISING PLACEMENT USING CROSS- SCREEN CONSUMER DATA		PCT/US2017/015 870		01/31/2017