

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NOTICE OF RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY (REEL/FRAME 054517/0223)

CONVEYING PARTY DATA

Name	Execution Date
SILICON VALLEY BANK	02/10/2022

RECEIVING PARTY DATA

Name:	PLACEIQ, INC.
Street Address:	1700 DISTRICT AVE, #300
City:	BURLINGTON
State/Country:	MASSACHUSETTS
Postal Code:	01803

PROPERTY NUMBERS Total: 28

Property Type	Number
Patent Number:	8489596
Patent Number:	9275114
Patent Number:	9483498
Patent Number:	9589280
Patent Number:	9589048
Patent Number:	10038968
Patent Number:	10089367
Patent Number:	10218808
Patent Number:	10235683
Patent Number:	10262330
Patent Number:	10318973
Patent Number:	10417653
Patent Number:	10423973
Patent Number:	10592914
Patent Number:	10609554
Patent Number:	10679231
Patent Number:	10783172
Patent Number:	10841743
Application Number:	16289552
Application Number:	16393708

PATENT

Property Type	Number
Application Number:	62984151
Application Number:	62984152
Application Number:	16533489
Application Number:	16536207
Application Number:	16782999
Application Number:	16795381
Application Number:	16988545
Application Number:	17071804

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER: 1596151 PAT 1

NAME OF SUBMITTER: JENNY LIM

SIGNATURE: /Jenny Lim/

DATE SIGNED: 02/11/2022

Total Attachments: 8

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NOTICE OF RELEASE OF
SECURITY INTEREST IN INTELLECTUAL PROPERTY

THIS NOTICE OF RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY (this "Release"), dated as of February 10, 2022, is made by SILICON VALLEY BANK, a California corporation (the "Bank"), in favor of PLACEIQ, INC., a Delaware corporation (the "Grantor"). Capitalized terms not defined herein have the meanings set forth in the IP Security Agreements.

WITNESSETH:

WHEREAS, pursuant to those certain Intellectual Property Security Agreements described on Annex I attached hereto (the "IP Security Agreements"), the Grantor granted to the Bank, a security interest in all of its right, title and interest in, to and under the Intellectual Property Collateral, including the trademark registrations and applications and issued patents and patent applications listed on Annex II hereto (collectively, the "Intellectual Property"); and

WHEREAS, the Bank wishes to release the security interest and provide a document suitable for recording in the United States Patent and Trademark office and other applicable filing office(s), domestic and foreign, for purposes of recording the release, relinquishment and discharge of its security interest in the Intellectual Property.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and upon the terms set forth in this Release, the Bank hereby agrees as follows:

The Bank, without recourse, representation or warranty and at the Grantor's sole cost and expense, hereby terminates, cancels, releases, relinquishes and discharges, in its entirety, for the benefit of the Grantor and its successors and assigns, its security interest in and to the Intellectual Property, the IP Security Agreements and any and all right, title and interest of the Bank in and to the Intellectual Property and the IP Security Agreements shall hereby be terminated, cancelled, released, relinquished and discharged. The Bank hereby authorizes the Grantor and its successors, assigns or other legal representatives to file this Release with the United States Patent and Trademark Office and other applicable filing office(s), domestic and foreign, at the sole expense of the Grantor, to evidence and effectuate the release and termination of the Bank's security interest in the Intellectual Property.

IN WITNESS WHEREOF, the undersigned has executed this Release by its duly authorized officer as of the date first above written.

SILICON VALLEY BANK

By: Mike Bozicas
Name: Mike Bozicas
Title: VP

ANNEX I

Intellectual Security Agreement by the Grantor in favor of the Bank, dated as of June 11, 2015, and recorded with the United States Patent and Trademark Office on June 12, 2015 at Reel 035898, Frame 0540 against the patents and at Reel 5551, Frame 0430 against the Trademarks.

First Amendment to Intellectual Security Agreement by the Grantor in favor of the Bank, dated as of December 2, 2020, and recorded with the United States Patent and Trademark Office on December 2, 2020 at Reel 054517, Frame 0223 against the Patents and at Reel 7135, Frame 0132 against the Trademarks.

ANNEX II

Patents

Reel 035898, Frame 0540

Description	Registration/ Application Number	Registration/ Application Date
APPARATUS AND METHOD FOR PROFILING USERS	13/734674	January 4, 2013
APPARATUS AND METHOD FOR PROFILING USERS	PCT/US2014/010171	January 4, 2013
APPARATUS AND METHOD FOR IDENTIFYING AND EMPLOYING VISITATION RATES	13/769736	February 18, 2013
APPARATUS AND METHOD FOR PROFILING USERS	13/918576	June 14, 2013
PROJECTING LOWER-GEOGRAPHIC-RESOLUTION DATA ONTO HIGHER- GEOGRAPHIC-RESOLUTION AREAS	13/938974	July 10, 2013
MATCHING ANONYMIZED USER IDENTIFIERS ACROSS DIFFERENTLY ANONYMIZED DATA SETS	61/847083	July 17, 2013
APPARATUS AND METHOD FOR DETERMINING THE QUALITY OR ACCURACY OF REPORTED LOCATIONS	61/908560	November 25, 2013
LOCATION-BASED ANALYTIC PLATFORM AND METHODS	61/969661	March 24, 2014
MEASURING RETAIL VISITATION AMOUNTS BASED ON LOCATIONS SENSED BY MOBILE DEVICES	14/311264	June 21, 2014
MATCHING ANONYMIZED USER IDENTIFIERS ACROSS DIFFERENTLY ANONYMIZED DATA SETS	14/334066	July 17, 2014
ANALYZING MOBILE-DEVICE LOCATION HISTORIES TO CHARACTERIZE CONSUMER BEHAVIOR	62/026128	July 18, 2014
SCRIPTING DISTRIBUTED, PARALLEL PROGRAMS	62/066100	October 20, 2014
APPARATUS AND METHOD FOR DETERMINING THE QUALITY OR ACCURACY OF REPORTED	14/553422	November 25, 2014

LOCATIONS		
PROGRAMMATIC SELECTION OF CONTROL GROUPS TO MEASURE PLACE VISITATION RATES	62/135916	March 20, 2015
LOCATION-BASED ANALYTIC PLATFORM AND METHODS	14/667371	March 24, 2015
Location-Based Analytic Platform Query Languages	62/142302	April 2, 2015
INFERRING CONSUMER AFFINITIES BASED ON SHOPPING BEHAVIORS	62/153914	April 28, 2015
ANALYZING CONSUMER BEHAVIOR BASED ON LOCATION VISITATION	62/156674	May 4, 2015
PROBABILISTIC JOIN BETWEEN TWO CUSTOMER ACTIVITY DATA SETS	62/160193	May 12, 2015

Reel 054517, Frame 0223

Case Ref.	Application Date	Application No.	Country	Property Type	Category Description	Case Status	Publication Date	Publication No.	Registration Date	Registration No.
034470-0437388	1/4/2013	13/734674	United States of America	Patent	Regular	Registered			7/16/2013	8489596
034470-0437391	6/14/2013	13/918576	United States of America	Patent	Continuation	Registered	7/10/2014	US 2014-0195530	3/1/2016	9275114
034470-0445021	1/28/2016	15/009053	United States of America	Patent	Continuation	Registered	5/26/2016	US 2016-0147790	11/1/2016	9483498
034470-0437400	7/17/2014	14/334066	United States of America	Patent	Regular	Registered	1/22/2015	US 2015-0026181	3/7/2017	9589280
034470-0446265	3/20/2016	15/075179	United States of America	Patent	Continuation in Part	Registered	7/14/2016	US 2016-0203211	3/7/2017	9589048
034470-0440277	1/3/2014	2015-551773	Japan	Patent	PCT National Phase	Registered	12/11/2017		1/19/2018	6275745
034470-0449009	10/22/2016	15/331845	United States of America	Patent	Regular	Registered	2/9/2017	US 2017-0039242	7/31/2018	10039868
034470-0446458	3/31/2016	15/086378	United States of America	Patent	Continuation in Part	Registered	7/21/2016	US 2016-0210332	10/2/2018	10089367

034470-0443773	10/19/2015	14/886841	United States of America	SCRIPTING DISTRIBUTED, PARALLEL PROGRAMS	Patent	Regular	Registered	4/21/2016	US 2016-0112531	2/26/2019	10218808
034470-0440625	7/17/2015	14/802020	United States of America	ANALYZING MOBILE-DEVICE LOCATION HISTORIES TO CHARACTERIZE CONSUMER BEHAVIOR	Patent	Regular	Registered	1/21/2016	US 2016-0019465	3/19/2019	10235683
034470-0437857	3/24/2015	14/667371	United States of America	LOCATION-BASED ANALYTIC PLATFORM AND METHODS	Patent	Continuation in Part	Registered	7/16/2015	US 2015-0199699	4/16/2019	10262330
034470-0439228	5/11/2016	15/152157	United States of America	PROBABILISTIC CROSS-DEVICE PLACE VISITATION RATE MEASUREMENT AT SCALE	Patent	Continuation in Part	Registered	9/1/2016	US 2016-0253689	6/11/2019	10318973
034470-0446783	4/28/2016	15/140762	United States of America	INFERRING CONSUMER AFFINITIES BASED ON SHOPPING BEHAVIORS WITH UNSUPERVISED MACHINE LEARNING MODELS	Patent	Continuation in Part	Registered	8/18/2016	US 2016-0239857	9/17/2019	10417653
034470-0446722	5/4/2016	15/146605	United States of America	ANALYZING CONSUMER BEHAVIOR BASED ON LOCATION VISITATION	Patent	Regular	Registered	8/25/2016	US 2016-0247175	9/24/2019	10423973
034470-0454914	10/17/2017	15/786115	United States of America	DEVICE DWELL GRAPHS	Patent	Regular	Registered	2/8/2018	US 2018-0040011	3/17/2020	10592914
034470-0456036	11/29/2017	15/825809	United States of America	SYSTEM AND METHOD TO COLLECT DEVICE LOCATION CONTEXT WITHOUT THE COLLECTION OF RAW, DETAILED LOCATION DATA AT SCALE	Patent	Regular	Registered	5/31/2018	US 2018-0152836	3/31/2020	10609554
034470-0461688	9/1/2018	16/120250	United States of America	MEASURING RETAIL VISITATION AMOUNTS BASED ON LOCATIONS SENSED BY MOBILE DEVICES	Patent	Continuation	Registered	5/2/2019	US 2019-0130426	6/9/2020	10679231
034470-0451139	1/26/2017	15/416711	United States of America	MATCHING ANONYMIZED USER IDENTIFIERS ACROSS DIFFERENTLY ANONYMIZED DATA SETS	Patent	Continuation	Registered	5/25/2017	US 2017-0147606	9/22/2020	10783172
034470-0460261	6/25/2018	16/017413	United States of America	BRANCHING MOBILE-DEVICE TO SYSTEM-NAMESPACE IDENTIFIER MAPPINGS	Patent	Continuation	Registered	10/25/2018	US 2018-0310121	11/17/2020	10841743
034470-0440276	1/3/2014	14735147.2	European Patent Office	APPARATUS AND METHOD FOR PROFILING USERS	Patent	PCT National Phase	Published	11/11/2015	2941750		

Case Ref.	Application Date	Application No.	Country	Property Type	Category Description	Case Status	Publication Date	Publication No.	Registration Date	Registration No.
034470-0503528	2/28/2019	16/789552	United States of America	Patent	Continuation	Published	6/27/2019	US 2019-0197570		
034470-0504588	4/24/2019	16/993708	United States of America	Patent	Continuation	Published	8/15/2019	US 2019-0251585		

034470-0506129	3/2/2020	62/984151	United States of America	CHARACTERIZING GROUPS BASED ON GEOLOCATIONS REPORTED BY POPULATIONS OF MOBILE COMPUTING DEVICES	Patent	Provisional	Pending				
034470-0506131	3/2/2020	62/984152	United States of America	CHARACTERIZING GEOGRAPHIC AREAS BASED ON GEOLOCATIONS REPORTED BY POPULATIONS OF MOBILE COMPUTING DEVICES	Patent	Provisional	Pending				
034470-0506337	8/6/2019	16/533489	United States of America	INFERRING CONSUMER AFFINITIES BASED ON SHOPPING BEHAVIORS WITH UNSUPERVISED MACHINE LEARNING MODELS	Patent	Continuation	Published	5/21/2020	US 2020-0160363		
034470-0506389	8/8/2019	16/536207	United States of America	ANALYZING CONSUMER BEHAVIOR BASED ON LOCATION VISITATION	Patent	Continuation	Published	5/21/2020	US 2020-0160364		
034470-0508777	2/5/2020	16/782999	United States of America	DEVICE DWELL GRAPHS	Patent	Continuation	Published	9/10/2020	US 2020-0286111		
034470-0510062	2/19/2020	16/795381	United States of America	SYSTEM AND METHOD TO COLLECT DEVICE LOCATION CONTEXT WITHOUT THE COLLECTION OF RAW, DETAILED LOCATION DATA AT SCALE	Patent	Continuation	Published	8/6/2020	US 2020-0252794		
034470-0514690	8/7/2020	16/988545	United States of America	MATCHING ANONYMIZED USER IDENTIFIERS ACROSS DIFFERENTLY ANONYMIZED DATA SETS	Patent	Continuation	Pending				
034470-0515673	10/15/2020	17/071804	United States of America	BRANCHING MOBILE-DEVICE TO SYSTEM-NAME/SPACE IDENTIFIER MAPPINGS	Patent	Continuation	Pending				

Trademarks

Reel 5551, Frame 0430

Description	Registration/ Application Number	Registration/ Application Date
PVR	4708730	March 24, 2015
PlaceIQ (US, application)	86481509	December 16, 2014
PlaceIQ (EU, application)	013613047	December 29, 2014

PlaceIQ (China, application)	16074037	January 4, 2015
PlaceIQ (US, application)	86612842	April 28, 2015

Reel 7135, Frame 0132

<u>Trademark</u>	<u>Application/Registration</u>	<u>Agency</u>
Landmark	Reg. No. 6681121	U.S. Patent and Trademark Office
Smart Market Area	App. Serial No. 87864593	U.S. Patent and Trademark Office
PVR	Reg. No. 4708730	U.S. Patent and Trademark Office
PlaceIQ	Reg. No. 4891558	U.S. Patent and Trademark Office
PlaceIQ	Reg. No. 16074037	China Trademark Office
PlaceIQ	Reg. No. 16074038	China Trademark Office
PlaceIQ	Reg. No. 013613047	European Union Intellectual Property Office