

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT7423958

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	SECURITY INTEREST	
CONVEYING PARTY DATA		
Name		Execution Date
NATIVO, INC.		05/27/2022
RECEIVING PARTY DATA		
Name:	EAST WEST BANK	
Street Address:	135 N. LOS ROBLES AVE	
Internal Address:	ATTN: MAYTAL SHAINBERG	
City:	PASADENA	
State/Country:	CALIFORNIA	
Postal Code:	91101	
PROPERTY NUMBERS Total: 21		
Property Type	Number	
Application Number:	17206714	
Application Number:	15841165	
Application Number:	17332791	
Application Number:	16511895	
Application Number:	17570224	
Application Number:	16275772	
Application Number:	17080577	
Application Number:	15880278	
Application Number:	16930086	
Application Number:	16887222	
Application Number:	17535257	
Application Number:	16219018	
Application Number:	16683064	
Application Number:	16683060	
Application Number:	17018685	
Application Number:	14310933	
Application Number:	17592220	
Application Number:	15142439	
Application Number:	14133442	

PATENT

Property Type	Number
Application Number:	14974371
Application Number:	15425801

CORRESPONDENCE DATA

Fax Number: (616)742-3999

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.

Phone: 6167423945

Email: hkooy@btlaw.com

Correspondent Name: BARNES & THORNBURG LLP

Address Line 1: 655 WEST BROADWAY

Address Line 2: ATTN: HILLARY KOOY

Address Line 4: SAN DIEGO, CALIFORNIA 92101

ATTORNEY DOCKET NUMBER:	67288.100
NAME OF SUBMITTER:	HILLARY KOOY
SIGNATURE:	/Hillary Kooy/
DATE SIGNED:	07/11/2022

Total Attachments: 6

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement is entered into as of the Closing Date by and between EAST WEST BANK, a California corporation ("Bank") and NATIVO, INC., a Delaware corporation ("Grantor").

RECITALS

A. Bank has agreed to make certain advances of money and to extend certain financial accommodation to Grantor (the "Loans") in the amounts and manner set forth in that certain Loan and Security Agreement by and between Bank and Grantor dated the Closing Date (as the same may be amended, modified or supplemented from time to time, the "Loan Agreement"; capitalized terms used herein are used as defined in the Loan Agreement). The Bank is willing to make the Loans to Grantor, but only upon the condition, among others, that Grantor shall grant to Bank a security interest in certain Copyrights, Trademarks, Patents, and Mask Works to secure the obligations of Grantor under the Loan Agreement.

B. Pursuant to the terms of the Loan Agreement, Grantor has granted to Bank a security interest in all of Grantor's right, title and interest, whether presently existing or hereafter acquired, in, to and under all of the Collateral.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, as collateral security for the prompt and complete payment when due of its obligations under the Loan Agreement, Grantor hereby represents, warrants, covenants and agrees as follows:

AGREEMENT

To secure its obligations under the Loan Agreement, Grantor grants and pledges to Bank a security interest in all of Grantor's right, title and interest in, to and under its Intellectual Property (including without limitation those Copyrights, Patents and Trademarks listed on Exhibits A, B and C hereto), and including without limitation all proceeds thereof (such as, by way of example but not by way of limitation, license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, all rights corresponding thereto throughout the world and all re-issues, divisions continuations, renewals, extensions and continuations-in-part thereof.

This security interest is granted in conjunction with the security interest granted to Bank under the Loan Agreement. The rights and remedies of Bank with respect to the security interest granted hereby are in addition to those set forth in the Loan Agreement and the other Loan Documents, and those which are now or hereafter available to Bank, as a matter of law or equity. Each right, power and remedy of Bank provided for herein or in the Loan Agreement or any of the Loan Documents, 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 Bank of any one or more of the rights, powers or remedies provided for in this Intellectual Property Security Agreement, the Loan Agreement or any of the other Loan Documents, or now or hereafter existing at law or in equity, shall not preclude the simultaneous or later exercise by any person, of any or all other rights, powers or remedies.

Grantor hereby authorizes Bank to file and/or record, in the relevant office(s), including the United States Patent and Trademark Office and the United States Copyright Office, this Intellectual Property Security Agreement and any and all amendments and/or modifications hereto, including to the Exhibits attached hereto from time to time, and other documents, without the signature of Grantor either in Bank's name or in the name of Bank as Bank and attorney-in-fact for Grantor.

Sections 11 (Choice of Law and Venue; Jury Trial Waiver; Judicial Reference) of the Loan Agreement is incorporated herein by this reference as though set forth in full.

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IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

GRANTOR:

NATIVO, INC.

Signature: _____

Print Name: _____

Title: _____

Address:

Attention: Robert Leff, CFO

222 Pacific Coast Highway, 10th Floor

El Segundo, CA 90245

Email: rleff@nativo.com

BANK:

EAST WEST BANK

DocuSigned by:

Signature: Maytal Shainberg

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Print Name: Maytal Shainberg

Title: Managing Director

Address:

Attention: Maytal Shainberg

135 N. Los Robles Ave,

Pasadena, CA 91101

Email: Maytal.Shainberg@EastWestBank.com

[Signature Page to Intellectual Property Security Agreement]

IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

GRANTOR:

NATIVO, INC.

DocuSigned by:

Robert Leff

Signature:

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Print Name: Robert Leff

Title: ☐ ☐ Chief Financial Officer

Address:

Attention: Robert Leff, CFO

222 Pacific Coast Highway, 10th Floor

El Segundo, CA 90245

Email: rleff@nativo.com

BANK:

EAST WEST BANK

Signature:

Print Name: Maytal Shainberg

Title: Managing Director

Address:

Attention: Maytal Shainberg

135 N. Los Robles Ave,

Pasadena, CA 91101

Email: Maytal.Shainberg@EastWestBank.com

[Signature Page to Intellectual Property Security Agreement]

EXHIBIT A

Copyrights

Description

Registration Number

Registration Date

None.

EXHIBIT B

Patents

	Title:	Application No.	Patent No.	Application Date:
1.	EDGE BIDDING SYSTEM FOR ONLINE ADS	17/206714	<u>US20210303653</u>	2021-03-19
2.	Detecting compatible layouts for content-based native ads	15/841165	<u>US10248643</u>	2017-12-13
3.	IN-FEED FRAME TO DISPLAY ADS OR OTHER EXTERNALLY-HOSTED CONTENT	17/332791	<u>US20210287258</u>	2021-05-27
4.	Native online ad creation	16/511895	<u>US11164221</u>	2019-07-15
5.	SERVER SIDE WEB BASED AD STITCHING AND USER SPECIFIC OPTIMIZATION	17/570224	<u>US20220129517</u>	2022-01-06
6.	Detecting compatible layouts for content-based native ads	16/275772	<u>US10860792</u>	2019-02-14
7.	DETECTING COMPATIBLE LAYOUTS FOR CONTENT-BASED NATIVE ADS	17/080577	<u>US20210042466</u>	2020-10-26
8.	Measuring content consumption	15/880278	<u>US10757167</u>	2018-01-25
9.	Measuring content consumption	16/930086	<u>US11212337</u>	2020-07-15
10.	SERVER SIDE CONTENT PAGE RE-RENDERING	16/887222	<u>US20200356609</u>	2020-05-29
11.	MEASURING CONTENT CONSUMPTION	17/535257	<u>US20220159057</u>	2021-11-24
12.	Server side web based ad stitching and user specific optimization	16/219018	<u>US10817585</u>	2018-12-13
13.	Optimizing third party tag insertion	16/683064	<u>US11275813</u>	2019-11-13
14.	Making real-time content selection decisions based on multivariate testing	16/683060	<u>US11238216</u>	2019-11-13
15.	Server side web based ad stitching and user specific optimization	17/018685	<u>US11250094</u>	2020-09-11
16.	Detecting compatible layouts for content-based native ads	14/310933	<u>US9880994</u>	2014-06-20
17.	OPTIMIZING THIRD PARTY TAG INSERTION	17/592220	<u>US20220156341</u>	2022-02-03
18.	Measuring content consumption	15/142439	<u>US9912768</u>	2016-04-29
19.	Native online ad creation	14/133442	<u>US10410257</u>	2013-12-18
20.	In-feed frame to display ads or other externally-hosted content	14/974371	<u>US11055749</u>	2015-12-18
21.	Server side content page re-rendering	15/425801	<u>US10726077</u>	2017-02-06

EXHIBIT C

Trademarks

	Word/Mark	U.S. Serial No.	U.S. Registration	Filing or Registration Date
1.	<u>N and Design</u>	97272628		
2.	<u>TECHEON</u>	90800885		
3.	<u>N NATIVO and Design</u>	97272623		
4.	<u>MEMO</u>	88139908	5745501	May 7, 2019
5.	<u>N NATIVO and Design</u>	85861547	4697951	March 10, 2015
6.	<u>NATIVO</u>	85841304	4657852	December 16, 2014
7.	<u>NATIVO IQ</u>	88680861	6246859	January 12, 2021
8.	<u>SIMPLEREACH</u>	87206132	5240137	July 11, 2017