

<b>PATENT ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT7532245

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

**CONVEYING PARTY DATA**

Name	Execution Date
AMOBEE, INC.	09/12/2022
TREMOR INTERNATIONAL LTD.	09/12/2022
YUME, INC.	09/12/2022
R1DEMAND, LLC	09/12/2022

**RECEIVING PARTY DATA**

<b>Name:</b>	ROYAL BANK OF CANADA, AS COLLATERAL AGENT
<b>Street Address:</b>	155 WELLINGTON STREET WEST, 8TH FLOOR
<b>City:</b>	TORONTO, ONTARIO
<b>State/Country:</b>	CANADA
<b>Postal Code:</b>	M5V 3K7

**PROPERTY NUMBERS Total: 100**

Property Type	Number
Patent Number:	7167830
Patent Number:	7284008
Patent Number:	7113954
Patent Number:	8677020
Patent Number:	8768766
Patent Number:	7418086
Patent Number:	9710818
Patent Number:	7827174
Patent Number:	7822743
Patent Number:	7818319
Patent Number:	9191509
Patent Number:	8918388
Patent Number:	9324084
Patent Number:	8700588
Patent Number:	8694480
Patent Number:	9990651
Patent Number:	10719836

PATENT

<b>Property Type</b>	<b>Number</b>
Patent Number:	9195774
Patent Number:	9792657
Patent Number:	8949175
Patent Number:	10037543
Patent Number:	8799081
Patent Number:	10296946
Patent Number:	9524510
Patent Number:	9858600
Patent Number:	10412430
Patent Number:	8903803
Patent Number:	9672541
Patent Number:	9563905
Patent Number:	10134058
Patent Number:	10353918
Patent Number:	10163130
Patent Number:	10528970
Patent Number:	9525898
Patent Number:	10262339
Patent Number:	10121169
Patent Number:	10621616
Patent Number:	10410246
Patent Number:	9607027
Patent Number:	10325289
Patent Number:	10217139
Patent Number:	10521829
Patent Number:	10156965
Patent Number:	10846714
Patent Number:	9749669
Patent Number:	9628835
Patent Number:	9819980
Patent Number:	10762539
Patent Number:	10242388
Patent Number:	10290026
Patent Number:	9846890
Patent Number:	10311490
Patent Number:	10783563
Patent Number:	10956922
Patent Number:	9563826

<b>Property Type</b>	<b>Number</b>
<b>Patent Number:</b>	8577996
<b>Patent Number:</b>	7650312
<b>Patent Number:</b>	7716248
<b>Patent Number:</b>	8819712
<b>Patent Number:</b>	7945555
<b>Patent Number:</b>	7853601
<b>Patent Number:</b>	7853617
<b>Patent Number:</b>	8832104
<b>Patent Number:</b>	9021050
<b>Patent Number:</b>	9154722
<b>Patent Number:</b>	9930424
<b>Patent Number:</b>	10019736
<b>Patent Number:</b>	9106955
<b>Patent Number:</b>	9129308
<b>Patent Number:</b>	9743137
<b>Patent Number:</b>	9594752
<b>Patent Number:</b>	10257264
<b>Patent Number:</b>	9898763
<b>Patent Number:</b>	9860699
<b>Patent Number:</b>	9779416
<b>Patent Number:</b>	9674660
<b>Patent Number:</b>	9672538
<b>Patent Number:</b>	9648581
<b>Patent Number:</b>	9430531
<b>Patent Number:</b>	9390197
<b>Patent Number:</b>	9317610
<b>Patent Number:</b>	9146998
<b>Patent Number:</b>	9135653
<b>Patent Number:</b>	9117240
<b>Patent Number:</b>	9110997
<b>Patent Number:</b>	9098872
<b>Patent Number:</b>	8892734
<b>Patent Number:</b>	8751621
<b>Patent Number:</b>	8510383
<b>Application Number:</b>	17177033
<b>Application Number:</b>	14789954
<b>Application Number:</b>	15461113
<b>Application Number:</b>	15889739

Property Type	Number
Application Number:	16730884
Application Number:	16895074
Application Number:	12805853
Application Number:	12817095
Application Number:	13163691
Application Number:	13731856
Application Number:	15031675

**CORRESPONDENCE DATA**

**Fax Number:** (617)979-9301

*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:** 6179799376

**Email:** christine.slattery@whitecase.com

**Correspondent Name:** CHRISTINE SLATTERY, SR. LEGAL ASSISTANT

**Address Line 1:** 75 STATE STREET

**Address Line 2:** WHITE & CASE LLP

**Address Line 4:** BOSTON, MASSACHUSETTS 02109

**ATTORNEY DOCKET NUMBER:** 1153994.0081

**NAME OF SUBMITTER:** CHRISTINE SLATTERY

**SIGNATURE:** /Christine Slattery/

**DATE SIGNED:** 09/12/2022

**Total Attachments: 19**

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## U.S. INTELLECTUAL PROPERTY SECURITY AGREEMENT

This U.S. INTELLECTUAL PROPERTY SECURITY AGREEMENT, dated as of September 12, 2022 (this “IP Security Agreement”), is among the Persons listed on the signature pages hereof (each, a “Grantor” and collectively, the “Grantors”) and Royal Bank of Canada, as collateral agent (the “Collateral Agent”) for the Secured Parties (as defined in the Credit Agreement referred to below).

WHEREAS, UNRULY GROUP US HOLDING INC., a Delaware corporation (the “Borrower”), UNRULY HOLDINGS LIMITED, a private limited company organized under the laws of the United Kingdom (“Holdings”) and TREMOR INTERNATIONAL LTD., a company organized under the laws of the State of Israel (the “Parent”) entered into that certain Credit Agreement, dated as of September 12, 2022 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “Credit Agreement”), with the Lenders from time to time party thereto and Royal Bank of Canada, as Administrative Agent, Collateral Agent and an L/C Issuer (the “Collateral Agent”). Capitalized terms defined in the Credit Agreement or in the Security Agreement (as defined below) and not otherwise defined herein are used herein as defined in the Credit Agreement or the Security Agreement, as the case may be (and in the event of a conflict, the applicable definition shall be the one given to such term in the Security Agreement).

WHEREAS, as a condition precedent to the making of the Loans by the Lenders from time to time, the issuance of Letters of Credit by L/C Issuers from time to time, the entry into Secured Hedge Agreements by the Hedge Banks from time to time and the entry into Secured Cash Management Agreements by the Cash Management Banks from time to time, the Grantor executed and delivered that certain U.S. Security Agreement, dated as of September 12, 2022 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “Security Agreement”), among the Grantors from time to time party thereto and the Collateral Agent.

WHEREAS, under the terms of the Security Agreement, each Grantor granted to the Collateral Agent, for the benefit of the Secured Parties, a security interest in, among other property, certain intellectual property of each such Grantor, and has agreed thereunder to execute this IP Security Agreement for recording with the USPTO and/or the USCO, as applicable.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each Grantor agrees as follows:

Section 1. Grant of Security. As security for the payment or performance, as the case may be, in full of the Secured Obligations, each Grantor hereby collaterally assigns and pledges to the Collateral Agent (and its successors and permitted assigns), for the benefit of the Secured Parties, and each Grantor hereby grants to the Collateral Agent (and its successors and permitted assigns), for the benefit of the Secured Parties, a security interest in and continuing lien on all of each such Grantor’s right, title and interest in and to the following, in each case, as to each type of property described below, whether now owned or hereafter acquired by such Grantor (the “Collateral”):

(i) all Patents, including the patents and patent applications set forth in Schedule A hereto (the “Patent Collateral”);

(ii) all Trademarks, including the trademark and service mark registrations and applications set forth in Schedule B hereto (provided that no security interest shall be granted in United States intent-to-use trademark applications prior to the filing of a “Statement of Use” pursuant to Section 1(d) of the Lanham Act or an “Amendment to Allege Use” pursuant to Section 1(c) of the Lanham Act with respect thereto, to the extent

that, and solely during the period, if any, in which, the grant of a security interest therein or the assignment thereof would impair the validity or enforceability of any registration that issues from such intent-to-use application under applicable federal law), together with the goodwill symbolized thereby (the “Trademark Collateral”);

(iii) all Copyrights, whether registered or unregistered, including the copyright registrations and applications set forth in Schedule C hereto (the “Copyright Collateral”);

(iv) all reissues, divisionals, continuations, continuations-in-part, extensions, renewals and reexaminations of any of the foregoing, as applicable, all rights in the foregoing provided by international treaties or conventions, all rights corresponding thereto throughout the world and all other rights of any kind whatsoever of such Grantor accruing thereunder or pertaining thereto;

(v) any and all claims for damages and injunctive relief for past, present and future infringement, dilution, misappropriation, violation, misuse or breach with respect to any of the foregoing, with the right, but not the obligation, to sue for and collect, or otherwise recover, such damages; and

(vi) any and all Proceeds and products now or hereafter due and payable with respect to, and Supporting Obligations relating to, any and all of the Collateral of or arising from any of the foregoing;

provided, that notwithstanding anything to the contrary contained in the foregoing clauses (i) through (vi) or elsewhere in the Loan Documents, the security interest created hereby shall not extend to, and the term “Collateral” shall not include, any Excluded Property.

Section 2. Security for Obligations. Without limiting the specific limitations contained herein, in the Security Agreement and in the Credit Agreement with respect to the application of proceeds of the Collateral to the Obligations, this IP Security Agreement secures, in the case of the undersigned, the payment of all Secured Obligations now or hereafter existing in accordance with Section 2 of the Security Agreement.

Section 3. Recordation. Each Grantor authorizes and requests that the Register of Copyrights, the Commissioner for Patents and the Commissioner for Trademarks record this IP Security Agreement.

Section 4. Execution in Counterparts. This IP Security Agreement may be executed in any number of counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Delivery of an executed counterpart of a signature page to this IP Security Agreement by telecopier or in .pdf or similar format by electronic mail shall be effective as delivery of an original executed counterpart of this IP Security Agreement and the words “execution,” “execute,” “signed,” “signature,” and words of like import in or related to any document to be signed in connection with this IP Security Agreement shall be deemed to include electronic signatures, the electronic matching of assignment terms and contract formations on electronic platforms approved by the Collateral Agent, or the keeping of records in electronic form, each of which shall be of the same legal effect, validity or enforceability as a manually executed signature or the use of a paper based recordkeeping system, as the case may be, to the extent and as provided for in any applicable law, including the Federal Electronic Signatures in Global and National Commerce Act, the New York State Electronic Signatures and Records Act, or any other similar state laws based on the Uniform Electronic Transactions Act.

Section 5. Grants, Rights and Remedies. This IP Security Agreement has been entered into in conjunction with the provisions of the Security Agreement. Each Grantor does hereby acknowledge and confirm that the grant of the security interest hereunder to, and the rights and remedies of, the Collateral Agent with respect to the Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated herein by reference as if fully set forth herein. In the event of any conflict between the terms of this IP Security Agreement and the terms of the Security Agreement, the terms of the Security Agreement shall govern.

Section 6. Governing Law; Jurisdiction; Etc.

(a) THIS IP SECURITY AGREEMENT SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAW OF THE STATE OF NEW YORK.

(b) EACH PARTY HERETO IRREVOCABLY AND UNCONDITIONALLY SUBMITS, FOR ITSELF AND ITS PROPERTY, TO THE EXCLUSIVE JURISDICTION OF THE COURTS OF THE STATE OF NEW YORK SITTING IN NEW YORK CITY IN THE BOROUGH OF MANHATTAN AND OF THE UNITED STATES DISTRICT COURT FOR THE SOUTHERN DISTRICT OF NEW YORK SITTING IN THE BOROUGH OF MANHATTAN, AND ANY APPELLATE COURT FROM ANY THEREOF, IN ANY ACTION OR PROCEEDING ARISING OUT OF OR RELATING TO THIS IP SECURITY AGREEMENT OR FOR RECOGNITION OR ENFORCEMENT OF ANY JUDGMENT IN ANY OTHER JURISDICTION, AND EACH OF THE PARTIES HERETO IRREVOCABLY AND UNCONDITIONALLY AGREES THAT ALL CLAIMS IN RESPECT OF ANY SUCH ACTION OR PROCEEDING MAY BE HEARD AND DETERMINED IN SUCH NEW YORK STATE COURT OR, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, IN SUCH FEDERAL COURT. EACH OF THE PARTIES HERETO AGREES THAT A FINAL JUDGMENT IN ANY SUCH ACTION OR PROCEEDING SHALL BE CONCLUSIVE AND MAY BE ENFORCED IN OTHER JURISDICTIONS BY SUIT ON THE JUDGMENT OR IN ANY OTHER MANNER PROVIDED BY LAW. NOTHING IN THIS IP SECURITY AGREEMENT SHALL AFFECT ANY RIGHT THAT THE COLLATERAL AGENT, ANY LENDER OR ANY L/C ISSUER MAY OTHERWISE HAVE TO BRING ANY ACTION OR PROCEEDING RELATING TO THE RECOGNITION OR ENFORCEMENT OF ANY JUDGMENT AGAINST ANY LOAN PARTY OR ITS PROPERTIES IN THE COURTS OF ANY JURISDICTION.

(c) EACH PARTY HERETO IRREVOCABLY AND UNCONDITIONALLY WAIVES, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, ANY OBJECTION THAT IT MAY NOW OR HEREAFTER HAVE TO THE LAYING OF VENUE OF ANY ACTION OR PROCEEDING ARISING OUT OF OR RELATING TO THIS IP SECURITY AGREEMENT IN ANY COURT REFERRED TO IN CLAUSE (b) OF THIS SECTION 6. EACH OF THE PARTIES HERETO HEREBY IRREVOCABLY WAIVES, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, THE DEFENSE OF AN INCONVENIENT FORUM TO THE MAINTENANCE OF SUCH ACTION OR PROCEEDING IN ANY SUCH COURT.

(d) EACH PARTY HERETO IRREVOCABLY CONSENTS TO SERVICE OF PROCESS IN THE MANNER PROVIDED FOR NOTICES IN SECTION 10.02 OF THE CREDIT AGREEMENT. NOTHING IN THIS IP SECURITY AGREEMENT WILL AFFECT THE RIGHT OF ANY PARTY HERETO TO SERVE PROCESS IN ANY OTHER MANNER PERMITTED BY APPLICABLE LAW.

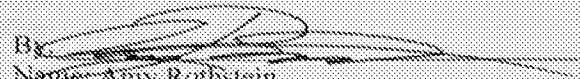
(e) EACH PARTY TO THIS IP SECURITY AGREEMENT HEREBY EXPRESSLY WAIVES ANY RIGHT TO TRIAL BY JURY OF ANY CLAIM, DEMAND, ACTION OR CAUSE OF ACTION ARISING UNDER THIS IP SECURITY AGREEMENT OR IN ANY WAY CONNECTED WITH OR RELATED OR INCIDENTAL TO THE DEALINGS OF THE PARTIES HERETO OR ANY OF THEM WITH RESPECT TO THIS IP SECURITY AGREEMENT, OR THE TRANSACTIONS RELATED THERETO, IN EACH CASE WHETHER NOW EXISTING OR HEREAFTER ARISING, AND WHETHER FOUNDED IN CONTRACT OR TORT OR OTHERWISE; AND EACH PARTY HEREBY AGREES AND CONSENTS THAT ANY SUCH CLAIM, DEMAND, ACTION OR CAUSE OF ACTION SHALL BE DECIDED BY COURT TRIAL WITHOUT A JURY, AND THAT ANY PARTY TO THIS IP SECURITY AGREEMENT MAY FILE AN ORIGINAL COUNTERPART OR A COPY OF SECTION 10.17 OF THE CREDIT AGREEMENT WITH ANY COURT AS WRITTEN EVIDENCE OF THE CONSENT OF THE SIGNATORIES HERETO TO THE WAIVER OF THEIR RIGHT TO TRIAL BY JURY.

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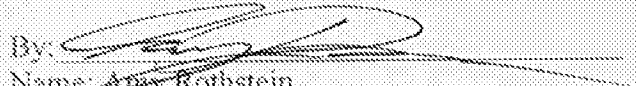
IN WITNESS WHEREOF, the Grantor and the Collateral Agent have caused this IP Security Agreement to be duly executed and delivered by its officer thereunto duly authorized as of the date first written above.

TREMOR INTERNATIONAL LTD. (F/K/A TAPTICA LTD.), as a Grantor

By:   
Name: Amy Rothstein  
Title: Chief Legal Officer

By: \_\_\_\_\_  
Name: Yaniv Carmi  
Title: Chief Operating Officer

AMOBEE, INC.,  
RIDEMAND, LLC,  
UNRULY GROUP LLC,  
YUME, INC.,  
each as a Grantor

By:   
Name: Amy Rothstein  
Title: Chief Legal Officer

By: \_\_\_\_\_  
Name: Yaniv Carmi  
Title: Chief Operating Officer


[Signature Page to Intellectual Property Security Agreement]

**PATENT**  
**REEL: 061409 FRAME: 0118**

IN WITNESS WHEREOF, the Grantor and the Collateral Agent have caused this IP Security Agreement to be duly executed and delivered by its officer thereunto duly authorized as of the date first written above.

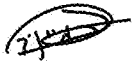
TREMOR INTERNATIONAL LTD. (F/K/A TAPTICA LTD.), as a Grantor

By: \_\_\_\_\_  
Name: Amy Rothstein  
Title: Chief Legal Officer

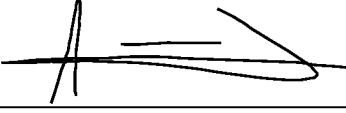
By:  \_\_\_\_\_  
Name: Yaniv Carmi  
Title: Chief Operating Officer

AMOBEE, INC.,  
RIDEMAND, LLC,  
UNRULY GROUP LLC,  
YUME, INC.,  
each as a Grantor

By: \_\_\_\_\_  
Name: Amy Rothstein  
Title: Chief Legal Officer

By:  \_\_\_\_\_  
Name: Yaniv Carmi  
Title: Chief Operating Officer

**ROYAL BANK OF CANADA,**  
as Collateral Agent

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

Name: Annie Lee

Title: Manager, Agency Services

**SCHEDULE A**

**United States Patents**

<b>Title</b>	<b>Patent No.</b>	<b>Patent Date</b>	<b>App. No.</b>	<b>App. Date</b>	<b>Owner</b>
METHOD AND SYSTEM FOR PERSISTENT ACCOUNT GENERATION AND PROFILING	N/A	2021-06-17	17177033	2021-02-16	AMOBEE, INC.
Multimodal information services	7167830	2007-01-23	09800509	2001-03-08	AMOBEE, INC.
Dynamic document context mark-up technique implemented over a computer network	7284008	2007-10-16	09943524	2001-08-29	AMOBEE, INC.
System and method for generating a taxonomy from a plurality of documents	7113954	2006-09-26	10/704,138	2003-11-10	AMOBEE, INC.
Device, system and method of wireless delivery of targeted advertisements	8677020	2014-03-18	11/332,387	2006-01-17	AMOBEE, INC.
Enhanced online advertising system	8768766	2014-07-01	11/368,011	2006-03-03	AMOBEE, INC.
Multimodal information services	7418086	2008-08-26	11/494,835	2006-07-28	AMOBEE, INC.
Contextual advertising techniques for implemented at mobile devices	9710818	2017-07-18	12/295,854	2007-04-02	AMOBEE, INC.
Dynamic document context mark-up technique implemented over a computer network	7827174	2010-11-02	11/881,430	2007-07-27	AMOBEE, INC.
System and method for real-time web page context analysis for the real-time insertion of textual markup objects and dynamic content	7822743	2010-10-26	11/891,436	2007-08-10	AMOBEE, INC.
Dynamic document context mark-up technique implemented over a computer network	7818319	2010-10-19	11891578	2007-08-09	AMOBEE, INC.
Multi-source profile compilation for delivering targeted content	9191509	2015-11-17	12/617,645	2009-11-12	AMOBEE, INC.
Custom data warehouse on top of mapreduce	8918388	2014-12-23	12/751,847	2010-03-31	AMOBEE, INC.
System and method for real-time web page context analysis for the real-time insertion of textual markup objects and dynamic content	9324084	2016-04-26	12/907,183	2010-10-19	AMOBEE, INC.

<b>Title</b>	<b>Patent No.</b>	<b>Patent Date</b>	<b>App. No.</b>	<b>App. Date</b>	<b>Owner</b>
System and method for real-time web page analysis and modification	8700588	2014-04-15	12/910,264	2010-10-22	AMOBEE, INC.
System and method for real-time web page analysis and modification	8694480	2014-04-08	12/910,337	2010-10-22	AMOBEE, INC.
Method and apparatus for selective delivery of ads based on factors including site clustering	9990651	2018-06-05	12/948,577	2010-11-17	AMOBEE, INC.
Methods and systems for enhancing web content based on a web search query	10719836	2020-07-21	13/234,679	2011-09-16	AMOBEE, INC.
Methods and systems for augmenting content displayed on a mobile device	9195774	2015-11-24	13/236,164	2011-09-19	AMOBEE, INC.
Methods and systems for leveraging social information, including a social graph, to identify and present content of interest	9792657	2017-10-17	13/410,069	2012-03-01	AMOBEE, INC.
Meta-data driven data ingestion using MapReduce framework	8949175	2015-02-03	13/466,981	2012-05-08	AMOBEE, INC.
Estimating conversion rate in display advertising from past performance data	10037543	2018-07-31	13/584,545	2012-08-13	AMOBEE, INC.
Externality-based advertisement bid adjustment	8799081	2014-08-05	14/139,706	2013-12-23	AMOBEE, INC.
Audience usage pattern analysis	10296946	2019-05-21	14/140,161	2013-12-24	AMOBEE, INC.
Adaptive fuzzy fallback stratified sampling for fast reporting and forecasting	9524510	2016-12-20	14/043,889	2013-10-02	AMOBEE, INC.
Universal tag for page analytics and campaign creation	9858600	2018-01-02	13/924,263	2013-06-21	AMOBEE, INC.
Method and system for recommending targeted television programs based on online behavior	10412430	2019-09-10	14/289,571	2014-05-28	AMOBEE, INC.
Horizontal interval-based data partitioning and indexing for large clusters	8903803	2014-12-02	14/308,517	2014-06-18	AMOBEE, INC.
Visual tag editor	9672541	2017-06-06	14/332,420	2014-07-16	AMOBEE, INC.
Advertisement snapshot recorder	9563905	2017-02-07	14/332,425	2014-07-16	AMOBEE, INC.

<b>Title</b>	<b>Patent No.</b>	<b>Patent Date</b>	<b>App. No.</b>	<b>App. Date</b>	<b>Owner</b>
Methods and apparatus for identifying unique users for on-line advertising	10134058	2018-11-20	14/524,916	2014-10-27	AMOBEE, INC.
High availability and disaster recovery in large-scale data warehouse	10353918	2019-07-16	14/535,577	2014-11-07	AMOBEE, INC.
Methods and apparatus for identifying a cookie-less user	10163130	2018-12-25	14/551,475	2014-11-24	AMOBEE, INC.
Systems, methods, and devices for pipelined processing of online advertising performance data	10528970	2020-01-07	14/557,416	2014-12-01	AMOBEE, INC.
Method and system for assessing viewing quality of media objects	9525898	2016-12-20	14/586,015	2014-12-30	AMOBEE, INC.
SYSTEMS, METHODS, AND DEVICES FOR SCALABLE DATA PROCESSING	N/A	2017-01-05	14/789,954	2015-07-01	AMOBEE, INC.
Externality-based advertisement bid and budget allocation adjustment	10262339	2019-04-16	14/803,479	2015-07-20	AMOBEE, INC.
Table level distributed database system for big data storage and query	10121169	2018-11-06	14/856,215	2015-09-16	AMOBEE, INC.
Systems, methods, and devices for generating metrics associated with advertisement data objects	10621616	2020-04-14	14/877,530	2015-10-07	AMOBEE, INC.
Systems, methods, and devices for spend control in online advertising	10410246	2019-09-10	14/941,272	2015-11-13	AMOBEE, INC.
Multi-source compilation profiles for targeted content sourcing	9607027	2017-03-28	14/942,574	2015-11-16	AMOBEE, INC.
User similarity groups for on-line marketing	10325289	2019-06-18	15/213,336	2016-07-18	AMOBEE, INC.
USER SIMILARITY GROUPS FOR ON-LINE MARKETING	10325289	2016-11-10	15/213,336	2016-07-18	AMOBEE, INC.
On-page configuration of page analytics and campaign creation	10217139	2019-02-26	15/298,170	2016-10-19	AMOBEE, INC.
Dynamic ordering of online advertisement software steps	10521829	2019-12-31	15/299,350	2016-10-20	AMOBEE, INC.
Universal tag for page analytics and campaign creation	10156965	2018-12-18	15/335,905	2016-10-27	AMOBEE, INC.
Adaptive fuzzy fallback stratified sampling for fast reporting and forecasting	10846714	2020-11-24	15/352,496	2016-11-15	AMOBEE, INC.
Method and system for assessing viewing quality of media objects	9749669	2017-08-29	15/062,462	2016-03-07	AMOBEE, INC.

Title	Patent No.	Patent Date	App. No.	App. Date	Owner
Method and system for assessing viewing quality of media objects	9628835	2017-04-18	15/062,535	2016-03-07	AMOBEE, INC.
Method and system for assessing viewing quality of media objects	9819980	2017-11-14	15/062,869	2016-03-07	AMOBEE, INC.
Resource estimation for queries in large-scale distributed database system	10762539	2020-09-01	15/008,338	2016-01-27	AMOBEE, INC.
Systems and methods for efficiently selecting advertisements for scoring	10242388	2019-03-26	14/987,943	2016-01-05	AMOBEE, INC.
Advertisement snapshot recorder	10290026	2019-05-14	15/398,889	2017-01-05	AMOBEE, INC.
SKETCH-BASED BID FRAUD DETECTION	N/A	2018-09-20	15/461,113	2017-03-16	AMOBEE, INC.
Multi-source compilation profiles for targeted content sourcing	9846890	2017-12-19	15/470,795	2017-03-27	AMOBEE, INC.
Visual tag editor	10311490	2019-06-04	15/583,666	2017-05-01	AMOBEE, INC.
Methods and systems for modeling campaign goal adjustment	10783563	2020-09-22	16/233,638	2018-12-27	AMOBEE, INC.
METHOD AND SYSTEM FOR GENERATING AUDIENCE CLUSTERS	N/A	2018-08-09	15/889,739	2018-02-06	AMOBEE, INC.
Method and system for persistent account generation and profiling	10956922	2021-03-23	15/889,808	2018-02-06	AMOBEE, INC.
ADVERSARIAL NETWORK SYSTEMS AND METHODS	N/A	2021-07-01	16/730,884	2019-12-30	AMOBEE, INC.
DEMAND SEGMENTATION AND FORECASTING FOR MEDIA INVENTORY ALLOCATION	N/A	2021-12-09	16/895,074	2020-06-08	AMOBEE, INC.
Techniques for rendering advertisements with rich media	9563826	2017-02-07	13/408,459	2012-02-29	Tremor International Ltd.
Method and apparatus for tracing users of online video web sites	8577996	2013-11-05	12/212,556	2008-09-17	Tremor International Ltd.
System and method of information fulfillment	N/A	2012-02-23	12/805,853	2010-08-20	YUME, INC.
System, Method and Apparatus for Automated Resource Allocation among Multiple Resource Server Systems	N/A	2011-12-22	12/817,095	2010-06-16	YUME INC.
Quality Scoring System for Internet Advertising Loci	N/A	2011-12-29	13/163,691	2011-06-18	YUME INC.

<b>Title</b>	<b>Patent No.</b>	<b>Patent Date</b>	<b>App. No.</b>	<b>App. Date</b>	<b>Owner</b>
Method and system to enable continuous monitoring of integrity and validity of a digital content	7650312	2010-01-19	11/433,455	2006-05-15	YUME, INC.
Method and system to enable dynamic modification of metadata in content	7716248	2010-05-11	11/433,456	2006-05-15	YUME INC.
System and method for displaying a customized multimedia content	8819712	2014-08-26	11/620,732	2007-01-08	YUME, INC.
Method for categorizing content published on internet	7945555	2011-05-17	11/964,711	2007-12-27	YUME, INC.
Method for associating advertisements with relevant content	7853601	2010-12-14	11/964,725	2007-12-27	YUME, INC.
Method and system to enable dynamic modification of metadata in content	7853617	2010-12-14	12/723,657	2010-03-14	YUME, INC.
Methods for associating advertisements with content	8832104	2014-09-09	12/878,769	2010-09-09	YUME, INC.
Network service system and method with off-heap caching	9021050	2015-04-28	13/601,118	2012-08-31	YUME, INC.
Platform Independent System for Context-Related Advertisement Delivery and Display	N/A	2015-07-09	13/731,856	2012-12-31	YUME, INC.
Video playback with split-screen action bar functionality	9154722	2015-10-06	13/801,355	2013-03-13	YUME, INC.
Proxy channels for viewing audiences	9930424	2018-03-27	13/831,524	2013-03-14	YUME, INC.
Systems and methods for identifying household users of electronic screen devices	10019736	2018-07-10	15/031,675	2014-11-06	YUME, INC.
SYSTEMS AND METHODS FOR IDENTIFYING HOUSEHOLD USERS OF ELECTRONIC SCREEN DEVICES	N/A	2016-09-22	15/031,675	2014-05-14	YUME, INC.
System and method for displaying a customized multimedia content	9106955	2015-08-11	14/468,322	2014-08-25	YUME, INC.
Systems for associating advertising with internet content	9129308	2015-09-08	14/480,612	2014-09-08	YUME, INC.
Run-time SDK integration for connected video players	9743137	2017-08-22	14/677,963	2015-04-02	YUME, INC.
Network service system and method with off-heap caching	9594752	2017-03-14	14/697,463	2015-04-27	YUME, INC.
System and method for reducing data center latency	10257264	2019-04-09	15/438,419	2017-02-21	YUME, INC.




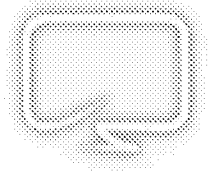
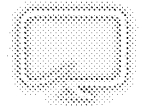

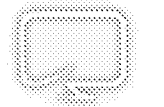

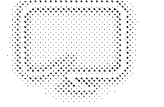

<b>Title</b>	<b>Patent No.</b>	<b>Patent Date</b>	<b>App. No.</b>	<b>App. Date</b>	<b>Owner</b>
DELIVERING PERSONALIZED CONTENT BASED ON GEOLOCATION INFORMATION IN A SOCIAL GRAPH WITH SHARING ACTIVITY OF USERS OF THE OPEN WEB	9898763	2018-02-02	15/615,779	2017-06-06	R1Demand, LLC
USING GEOLOCATION INFORMATION IN A SOCIAL GRAPH WITH SHARING ACTIVITY OF USERS OF THE OPEN WEB	9860699	2018-02-01	15/615,744	2017-06-06	R1Demand, LLC
USING FINGERPRINTING TO IDENTIFY A NODE IN A SOCIAL GRAPH OF SHARING ACTIVITY OF USERS OF THE OPEN WEB AS REPRESENTING A PARTICULAR PERSON	9779416	2017-09-13	15/208,475	2016-07-12	R1Demand, LLC
USING GEOLOCATION INFORMATION IN A SOCIAL GRAPH WITH SHARING ACTIVITY OF USERS OF THE OPEN WEB	9674660	2017-06-06	15/347,742	2016-11-09	R1Demand, LLC
DELIVERING PERSONALIZED CONTENT BASED ON GEOLOCATION INFORMATION IN A SOCIAL GRAPH WITH SHARING ACTIVITY OF USERS OF THE OPEN WEB	9672538	2017-05-17	15/347,751	2016-11-09	R1Demand, LLC
ROBUST GEOLOCATION SYSTEM IMPLEMENTATION FOR SERVING TARGETED ADVERTISEMENT AND PERSONALIZED CONTENT	9648581	2017-05-09	15/347,735	2016-11-09	R1Demand, LLC
DELIVERING PERSONALIZED CONTENT BASED ON A SOCIAL GRAPH OF SHARING ACTIVITY OF USERS OF THE OPEN WEB	9430531	2016-08-30	14/805,241	2015-07-21	R1Demand, LLC
BUILDING A SOCIAL GRAPH USING SHARING ACTIVITY OF USERS OF THE OPEN WEB BY UPDATING AN EDGE REPRESENTING A CATEGORY TYPE	9390197	2016-07-12	14/869,741	2015-09-29	R1Demand, LLC





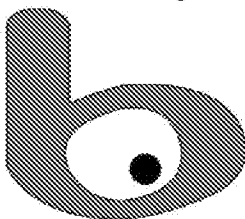
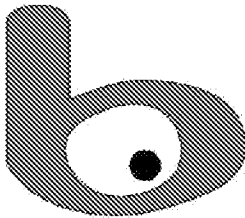
<b>Title</b>	<b>Patent No.</b>	<b>Patent Date</b>	<b>App. No.</b>	<b>App. Date</b>	<b>Owner</b>
BUILDING A SOCIAL GRAPH WITH SHARING ACTIVITY BETWEEN USERS OF THE OPEN WEB AND INFERRING INTEREST OF A NODE BASED ON EDGES BETWEEN FIRST-DEGREE AND SECOND-DEGREE NODES	9317610	2016-04-19	14/155,267	2014-01-14	RIDemand, LLC
BUILDING A SOCIAL GRAPH USING SHARING ACTIVITY OF USERS OF THE OPEN WEB BY CREATING AN EDGE REPRESENTING A CATEGORY TYPE	9146998	2015-09-29	14/644,117	2015-03-10	RIDemand, LLC
BUILDING A SOCIAL GRAPH USING SHARING ACTIVITY OF USERS OF THE OPEN WEB BY IDENTIFYING NODES IN THE SOCIAL GRAPH AND ADJUSTING WEIGHTS ASSOCIATED WITH EDGES	9135653	2015-09-15	14/534,096	2014-11-05	RIDemand, LLC
BUILDING A SOCIAL GRAPH BASED ON LINKS RECEIVED AND SELECTED BY RECIPIENTS	9117240	2015-08-25	14/534,087	2014-11-05	RIDemand, LLC
UPDATING WEIGHTS OF EDGES OF A SOCIAL GRAPH BASED ON SHARING ACTIVITY OF USERS OF THE OPEN WEB	9110997	2015-08-18	14/530,536	2014-10-31	RIDemand, LLC
BUILDING A SOCIAL GRAPH BASED ON LINKS RECEIVED AND SELECTED BY RECIPIENTS AND USING GRAPH TO PERSONALIZE CONTENT FOR DELIVERY	9098872	2015-08-04	14/523,818	2014-10-24	RIDemand, LLC
BUILDING A SOCIAL GRAPH USING SHARING ACTIVITY OF USERS OF THE OPEN WEB BY CREATING AN EDGE REPRESENTING A CATEGORY TYPE	8892734	2014-11-18	14/286,768	2014-05-23	RIDemand, LLC
BUILDING A SOCIAL GRAPH BASED ON LINKS RECEIVED AND SELECTED BY RECEIVING USERS OF THE	8751621	2014-06-10	13/526,288	2012-06-18	RIDemand, LLC

<b>Title</b>	<b>Patent No.</b>	<b>Patent Date</b>	<b>App. No.</b>	<b>App. Date</b>	<b>Owner</b>
OPEN WEB					
METHOD FOR PROVIDING EVENT BASED MEDIA STREAMS	8510383	2013-08-13	12/559,258	2009-09-14	RIDemand, LLC

**SCHEDULE B**

**United States Trademarks**

<u>Registration No. / Serial No.</u>	<u>Mark</u>	<u>Owner</u>	<u>Reg. Date</u>	<u>Status</u>
6,168,780	4SCREEN	Amobee, Inc.	October 6, 2020	<b>Registered</b>
5,917,309	ADCONION	Amobee, Inc	November 26, 2019	<b>Registered</b>
3,595,283	AMOBEE	Amobee, Inc	March 24, 2009	<b>Registered</b>
3,595,286		Amobee, Inc	March 24, 2009	<b>Registered</b>
4,700,385	FLEXTAG	Amobee, Inc	March 10, 2015	<b>Registered</b>
3,605,585	KONTERA	Amobee, Inc	April 14, 2009	<b>Registered</b>
6,169,406		Amobee, Inc	October 6, 2020	<b>Registered</b>
6,169,407		Amobee, Inc	October 6, 2020	<b>Registered</b>
6,169,408		Amobee, Inc	October 6, 2020	<b>Registered</b>
6,523,030		Amobee, Inc	October 19, 2021	<b>Registered</b>
6,523,031		Amobee, Inc	October 19, 2021	<b>Registered</b>
6,414,299		Amobee, Inc	June 13, 2021	<b>Registered</b>
6,414,300		Amobee, Inc	July 13, 2021	<b>Registered</b>

<u>Registration No. / Serial No.</u>	<u>Mark</u>	<u>Owner</u>	<u>Reg. Date</u>	<u>Status</u>
6,169,409		Amobee, Inc	October 6, 2020	<b>Registered</b>
6,169,410		Amobee, Inc	October 6, 2020	<b>Registered</b>
6,169,411		Amobee, Inc	October 6, 2020	<b>Registered</b>
4,229,450		Amobee, Inc	October 23, 2012	<b>Registered</b>
3,518,537	TURN	Amobee, Inc	October 14, 2008	<b>Registered</b>
3,648,825	TURN	Amobee, Inc	June 30, 2009	<b>Registered</b>
4,112,567	VIDEOLOGY	Amobee, Inc	March 13, 2012	<b>Registered</b>
5,428,989	YFA	YuMe, Inc.	January 23, 2015	<b>Registered</b>
3,653,661	YUME	YuMe, Inc.	July 14, 2009	<b>Renewed</b>
5,172,996	AUDIENCE EVOLVED	YuMe, Inc.	March 28, 2017	<b>Registered</b>
5184176	BLINKX MEDIA	Unruly Group LLC	April 5, 2013	<b>Registered</b>
3,204,984	B and Design 	Unruly Group LLC	February 6, 2007	<b>Renewed</b>
3,203,407	B and Design 	Unruly Group LLC	January 30, 2007	<b>Renewed</b>
4,237,082	ADKARMA	Unruly Group LLC	November 6, 2012	<b>Registered</b>
5,121,684	GRAB MEDIA	Unruly Group LLC	January 17, 2017	<b>Registered</b>

<u>Registration No. / Serial No.</u>	<u>Mark</u>	<u>Owner</u>	<u>Reg. Date</u>	<u>Status</u>
4,662,513	UNRULY	Unruly Group LLC	December 30, 2014	<b>Registered</b>
5,060,163	RHYTHMONE	Unruly Group LLC	October 11, 2016	<b>Registered</b>
5,697,557	1R RHYTHMONE and Design	Unruly Group LLC	March 12, 2019	<b>Registered</b>
5,697,558	1R RHYTHMONE and Design	Unruly Group LLC	March 12, 2019	<b>Registered</b>
5,014,176	RHYTHMGUARD	Unruly Group LLC	August 2, 2016	<b>Registered</b>
5,079,128	RHYTHMMAX	Unruly Group LLC	November 8, 2016	<b>Registered</b>
5,299,087	UNRULY	Unruly Group LLC	October 3, 2017	<b>Registered</b>
6,161,750	RHYTHMINFLUENC E	Unruly Group LLC	September 29, 2020	<b>Registered</b>
6,443,111	TR.LY	Unruly Group LLC	August 3, 2021	<b>Registered</b>
6,443,112	TR.LY	Unruly Group LLC	August 3, 2021	<b>Registered</b>
6,801,574	UNRULYX CTRL	Unruly Group LLC	July 26, 2022	<b>Registered</b>

**SCHEDULE C**

**United States Copyrights**

None.

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