

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT8198423

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST
<b>SEQUENCE:</b>	2
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
VIDEOAMP, INC.	09/28/2023
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	EAST WEST BANK
<b>Street Address:</b>	135 N. LOS ROBLES AVE.
<b>City:</b>	PASADENA
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	91101
<b>PROPERTY NUMBERS Total: 20</b>	
<b>Property Type</b>	<b>Number</b>
Patent Number:	9980011
Application Number:	15985639
Patent Number:	10555050
Application Number:	16782006
Patent Number:	10085073
Application Number:	16120149
Patent Number:	9980010
Patent Number:	10812870
Patent Number:	10667020
Patent Number:	10136174
Patent Number:	11425441
Patent Number:	11463786
Application Number:	17075639
Application Number:	17938033
Patent Number:	11301464
Application Number:	17383333
Application Number:	17387908
Patent Number:	11263210
Application Number:	17660400

<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	18073463

  

**CORRESPONDENCE DATA**

**Fax Number:**  
*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:** 8004945225

**Email:** ipteam@cogencyglobal.com

**Correspondent Name:** JAY DASILVA

**Address Line 1:** 1025 CONNECTICUT AVE., NW, STE. 712

**Address Line 2:** COGENCY GLOBAL INC.

**Address Line 4:** WASHINGTON, D.C. 20036

<b>ATTORNEY DOCKET NUMBER:</b>	2131350 PAT B
<b>NAME OF SUBMITTER:</b>	YVETTE STOHLER
<b>SIGNATURE:</b>	/Yvette Stohler/
<b>DATE SIGNED:</b>	10/02/2023

**Total Attachments: 5**

source=2. EWB-VideoAmp Patent Security Agreement#page1.tif

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**SECOND AMENDED AND RESTATED PLEDGE AND SECURITY AGREEMENT**

**SHORT-FORM PATENT SECURITY AGREEMENT**

**September 28, 2023**

**WHEREAS, VIDEOAMP, INC.** (the “**Grantor**”), owns and uses in its business, and will in the future (or currently intends in the future to) adopt and so use, various intangible assets, including the Patent Collateral (as defined below); and

**WHEREAS**, the Grantor or certain of its Affiliates have entered into a Second Amended and Restated Credit Agreement, dated as of September 28, 2023 (as may be further amended, restated, supplemented or otherwise modified from time to time, the “**Credit Agreement**”), with East West Bank (the “**Agent**”), pursuant to which the Agent has agreed to extend certain credit facilities, subject to the terms and conditions set forth therein; and

**WHEREAS**, pursuant to the terms of a Second Amended and Restated Pledge and Security Agreement, dated as of September 28, 2023 (as may be further amended, restated, supplemented or otherwise modified from time to time, the “**Pledge and Security Agreement**”), among the Grantor, certain Affiliates of the Grantor party thereto and the Agent, the Grantor has created in favor of the Agent a security interest in, and the Agent has become a secured creditor with respect to, the Patent Collateral;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, subject to the terms and conditions of the Pledge and Security Agreement, to evidence further the security interest granted by the Grantor to the Agent pursuant to the Pledge and Security Agreement, the Grantor hereby grants to the Agent a security interest in all of the Grantor’s right, title and interest in and to the following, in each case whether now or hereafter existing or in which the Grantor now has or hereafter acquires an interest and wherever the same may be located, in each case, other than the Excluded Property (as defined in the Credit Agreement) (collectively, but excluding such Excluded Property, the “**Patent Collateral**”):

(a) all rights, title and interest (including rights acquired pursuant to a license or otherwise, to the extent not constituting Excluded Property) in and to all patents and patent applications and rights and interests in patents and patent applications under any domestic or foreign law that are presently, or in the future may be, owned or held by the Grantor and all patents and patent applications and rights, title and interests in patents and patent applications under any domestic or foreign law that are presently, or in the future may be, owned by the Grantor in whole or in part (including, without limitation, the patents and patent applications set forth on Schedule A annexed hereto), all rights (but not obligations) corresponding thereto to sue for past, present and future infringements and all re-issues, divisions, continuations, renewals, extensions and continuations-in-part thereof; and

(b) all proceeds, rents and profits of or from any and all of the foregoing Patent Collateral and, to the extent not otherwise included, all payments under insurance (whether or not the Agent is the loss payee thereof), or any indemnity, warranty or guaranty, payable by reason of loss or damage to or otherwise with respect to any of the foregoing Patent Collateral. For purposes of this Short-Form Patent Security Agreement, the term “**proceeds**” includes whatever is receivable or received when the foregoing Patent Collateral or proceeds thereof are sold, licensed, exchanged, collected or otherwise disposed of, whether such disposition is voluntary or involuntary.

THIS SHORT-FORM PATENT SECURITY AGREEMENT AND ANY CLAIMS, CONTROVERSY, DISPUTE OR CAUSE OF ACTION (WHETHER IN CONTRACT OR TORT OR OTHERWISE) BASED UPON, ARISING OUT OF OR RELATING TO THIS SHORT-FORM PATENT SECURITY AGREEMENT AND THE TRANSACTIONS CONTEMPLATED HEREBY SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, CALIFORNIA LAW WITHOUT REGARD TO PRINCIPLES OF CONFLICTS OF LAW.

The Grantor does hereby further acknowledge and affirm that the rights and remedies of the Agent with respect to the security interest in the Patent Collateral granted hereby are more fully set forth in the Pledge and Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. To the extent there is a conflict between the terms of this Short-Form Patent Security Agreement and the Pledge and Security Agreement, including with respect to the definition of Patents, the terms of the Pledge and Security Agreement shall govern.

*[Signature Page Follows]*

**IN WITNESS WHEREOF**, the Grantor has caused this Short-Form Patent Security Agreement to be duly executed and delivered by its officer thereunto duly authorized as of the date first written above.

VIDEOAMP, INC.

DocuSigned by:

*Paul Ross*

By: 2955FB02C735459...

Name: Paul Ross

Title: Chief Financial Officer

**SCHEDULE A  
TO  
SHORT-FORM PATENT SECURITY AGREEMENT**

<b>Title</b>	<b>Application Number</b>	<b>Filing Date</b>	<b>Publication Number</b>	<b>Publication Date</b>	<b>Patent Number</b>	<b>Issue Date</b>	<b>Status</b>
SEQUENTIAL DELIVERY OF ADVERTISING CONTENT ACROSS MEDIA DEVICES	15219264	07/25/16	20170034592	02/02/17	9980011	05/22/18	Granted
SEQUENTIAL DELIVERY OF ADVERTISING CONTENT ACROSS MEDIA DEVICES	15985639	05/21/18	US20180338189-A1	11/22/18			Published
CROSS-SCREEN MEASUREMENT ACCURACY IN ADVERTISING PERFORMANCE	15219268	07/25/16	20170034593	02/02/17	10555050	02/04/20	Granted
CROSS-SCREEN MEASUREMENT ACCURACY IN ADVERTISING PERFORMANCE	16782006	02/04/20	US20210185408-A1	06/17/21			Published
TARGETING TV ADVERTISING SLOTS BASED ON CONSUMER ONLINE BEHAVIOR	15219259	07/25/16	20170034591	02/02/17	10085073	09/25/18	Granted
TARGETING TV ADVERTISING SLOTS BASED ON CONSUMER ONLINE BEHAVIOR	16120149	08/31/18	US20180376220-A1	12/27/18			Published
CROSS-SCREEN OPTIMIZATION OF ADVERTISING PLACEMENT	15219262	07/25/16	20170099525	04/06/17	9980010	05/22/18	Granted
YIELD OPTIMIZATION OF CROSS-SCREEN ADVERTISING PLACEMENT	15406647	01/13/17	20170208370	07/20/17	10812870	10/20/20	Granted
CROSS-SCREEN OPTIMIZATION OF ADVERTISING PLACEMENT	15985634	05/21/18	20180270544	09/20/18	10667020	05/26/20	Granted

Title	Application Number	Filing Date	Publication Number	Publication Date	Patent Number	Issue Date	Status
PROGRAMMATIC TV ADVERTISING PLACEMENT USING CROSS-SCREEN CONSUMER DATA	15421243	01/31/17	20170142465	05/18/17	10136174	11/20/18	Granted
PROGRAMMATIC TV ADVERTISING PLACEMENT USING CROSS SCREEN CONSUMER DATA	16190056	11/13/18	US20190149869-A1	05/16/19	11425441	08/23/22	Granted
CROSS-SCREEN OPTIMIZATION OF ADVERTISING PLACEMENT	16883935	05/26/20	US20200288215-A1	09/10/20	11463786	10/04/22	Granted
YIELD OPTIMIZATION OF CROSS- SCREEN ADVERTISING PLACEMENT	17075639	10/20/20	US20210105541-A1	04/08/21			Published
CROSS-SCREEN OPTIMIZATION OF ADVERTISING PLACEMENT	17938033	10/04/22	US20230032230-A1	02/02/23			Published
ELECTRONIC MULTI-TENANT DATA MANAGEMENT SYSTEM	16742721	01/14/20	US20210216537-A1	07/15/21	11301464	04/12/22	Granted
DATA CLEAN ROOM	17383333	07/22/21	US20210357393-A1	11/18/21			Published
DATA CLEAN ROOM	17387908	07/28/21	US20210357394-A1	11/18/21			Published
DATA CLEAN ROOM	17387920	07/28/21	US20210357395-A1	11/18/21	11263210	03/01/22	Granted
ELECTRONIC MULTI-TENANT DATA MANAGEMENT SYSTEMS AND CLEAN ROOMS	17660400	04/22/22	US20220342874-A1	10/27/22			Published
SYMMETRIC DATA CLEAN ROOM	18073463	12/01/22	US20230169076-A1	06/01/23			Published