

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: PATI521406

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST
CONVEYING PARTY DATA	
Name	Execution Date
YIELDMO, INC.	09/23/2024
RECEIVING PARTY DATA	
Company Name:	COMERICA BANK
Street Address:	39200 Six Mile Rd.
Internal Address:	Mail Code 7578
City:	Livonia
State/Country:	MICHIGAN
Postal Code:	48152
PROPERTY NUMBERS Total: 9	
Property Type	Number
Application Number:	18386711
Application Number:	18213725
Application Number:	18227035
Application Number:	18214453
Application Number:	18373852
Application Number:	63656998
Application Number:	18743881
Patent Number:	12050863
Patent Number:	11843811
CORRESPONDENCE DATA	
Fax Number:	2028427899
<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:	2027762046
Email:	jmfitzpatrick@cooley.com
Correspondent Name:	JENNIFER FITZPATRICK
Address Line 1:	C/O COOLEY LLP
Address Line 2:	1299 PENNSYLVANIA AVENUE, NW, STE 700
Address Line 4:	WASHINGTON, DISTRICT OF COLUMBIA 20004
ATTORNEY DOCKET NUMBER:	036703-1776

PATENT

NAME OF SUBMITTER:	JENNIFER FITZPATRICK
SIGNATURE:	JENNIFER FITZPATRICK
DATE SIGNED:	09/25/2024
Total Attachments: 6 source=(Yieldmo)_Third_Amendment_to_AR_IPSA_(09.23.24)#page1.tiff source=(Yieldmo)_Third_Amendment_to_AR_IPSA_(09.23.24)#page2.tiff source=(Yieldmo)_Third_Amendment_to_AR_IPSA_(09.23.24)#page3.tiff source=(Yieldmo)_Third_Amendment_to_AR_IPSA_(09.23.24)#page4.tiff source=(Yieldmo)_Third_Amendment_to_AR_IPSA_(09.23.24)#page5.tiff source=(Yieldmo)_Third_Amendment_to_AR_IPSA_(09.23.24)#page6.tiff	

**THIRD AMENDMENT
TO
AMENDED AND RESTATED
INTELLECTUAL PROPERTY SECURITY AGREEMENT**

This Third Amendment to Amended and Restated Intellectual Property Security Agreement is entered into as of September 23, 2024 (this "Amendment") by and between COMERICA BANK, a Texas banking association ("Bank") and YIELDMO, INC., Delaware corporation ("Grantor").

RECITALS

Grantor and Bank are parties to that certain Amended and Restated Intellectual Property Security Agreement dated as of February 5, 2021, as amended from time to time (the "IPSA"). The parties are entering into a Fourth Amendment to Amended and Restated Loan and Security Agreement dated as of even date hereof (the "Fourth Amendment"). In connection with the Fourth Amendment, the parties desire to amend the IPSA in accordance with the terms of this Amendment.

NOW, THEREFORE, the parties agree as follows:

1. Exhibit B (Patents) to the IPSA is hereby replaced in its entirety with that attached hereto as Exhibit B.
2. Exhibit C (Trademarks) to the IPSA is hereby replaced in its entirety with that attached hereto as Exhibit C.
3. Unless otherwise defined, all initially capitalized terms in this Amendment shall be as defined in the IPSA. The IPSA, as amended hereby, shall be and remain in full force and effect in accordance with its respective terms and hereby is ratified and confirmed in all respects. Except as expressly set forth herein, the execution, delivery, and performance of this Amendment shall not operate as a waiver of, or as an amendment of, any right, power, or remedy of Bank under the IPSA, as in effect prior to the date hereof. Grantors ratify and reaffirm the continuing effectiveness of all agreements entered into in connection with the IPSA.
4. This Amendment may be executed in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one instrument.

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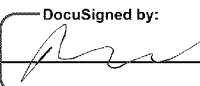
IN WITNESS WHEREOF, the undersigned have executed this Amendment as of the first date above written. Grantor also acknowledges and agrees that Grantor's electronic signature below indicates Grantor's agreement to, and intention to be legally bound by, all of the terms and conditions of this Amendment. If Bank determines in its sole discretion that the Amendment has not been timely executed by Grantor, then the Amendment shall be considered null and void. Grantor hereby agrees that Bank shall not have any liability of any nature or kind to any loan party, including, but not limited to Grantor, in connection therewith.

Address of Grantor:

1 Tara Boulevard, Suite 200
Nashua, NH 03062
Attn: Chief Financial Officer

GRANTOR:

YIELDMO, INC.

By: 
DocuSigned by:
C2D22D6FECA74BA...

Name: Rick Eaton

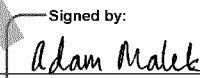
Title: Chief Financial Officer, Corporate Treasurer

Address of Bank:

m/c 7578
39200 W. Six Mile Road
Livonia, MI 48152
Attn: Livonia Operations Center

BANK:

COMERICA BANK

By: 
Signed by:
695EDD713082476...

Name: Adam Malek

Title: Senior Vice President

EXHIBIT B**Patents**

Description	Patent / Application Number	Issue / Application Date
As advertisement that changes its displayed content based on a manipulation of a webpage by a user; abstracted "hyperscroller."	PRV 62/068,646 US 14/592,883* PCT/US15/64460*	10/25/2014 1/8/2015 12/8/2015
Header, footer, and intermediate advertisements for the same brand or product on one webpage.	PRV 62/059,974 US 14/668,937* PCT/US15/53112*	10/5/2014 3/25/2015 9/30/2015
Multiple segments of one advertising campaign interspersed throughout on one webpage or across multiple webpages; abstracted "stories."	PRV 62/119,176 US 15/048,994* PCT/US16/18819*	2/21/2015 2/19/2016 2/20/2016
Testing and modifying advertisement formats for various optimization requirements and reusing optimized formats for similar users or at similar locations.	PRV 62/114,564 US 15/040,850* PCT/US16/17410*	2/10/2015 2/10/2016 2/10/2016
(Pettitt, acquired) Republishing and syndicating digital content; registering a syndication engine to indicate content for syndication + monetization model for content.	PRV 61/447,567 US 14/012,066 PATENT 9,779,067	2/18/2012 8/28/2013
Advertisement format optimized for a particular user and reused for future advertisements on the user's device.	PRV 62/175,205*	6/12/2015
hyperscroller, hyperplay, hyperscroller-broadened, pull + window, switch + lookbook, windowplay, elevator. US covers hyperscroller, pull, and window. US2 covers hyperplay and closed-loop video within hyperplay. Describes our approach to playing through frames of video in response to user interaction.	PRV 62/197,929 PATENTS 9,852,759 10,789,983 9,966,109 10,789,984 10,832,729 10,832,730	7/28/2015 7/22/2016 3/22/2017 11/17/2017 11/17/2017 3/27/2018
Caching web pages to correct state loss in back-forward caching in mobile Safari on iOS.	PRV 62/200,606*	8/3/2015
Will cover an approach to jumping outside of our placement iframe to create an immersive overlay of an ad experience.	PRV 62/375,228 US 15/677,259 PATENT 11,042,906	8/15/2016 8/15/2017
Describes the technologies and methods that define our architecture for modular formats.	PRV 62/424,953 PATENTS 10,063,937 10,306,336	11/21/2016 11/7/2017
360 video ads in iframe. Unique engagement metrics based on what user viewed in 360 video.	PRV 62/474,549*	3/21/2017
"impact score" Sum of pixels viewed over time	PRV 62/552,901* US 16/119,819 PATENT 10,922,724 US2 17/033,540 PATENT 11,410,202	8/31/17 08/31/18 09/25/20
"static asset transformation" Extracting features from 300 x 250 static ad and transforming into multiple interactive formats. Preemptive remote generation + real-time generation at device.	US 15/872,688 US2 16/857,139* PATENT 10,692,531	1/16/2018 04/23/20
"AI" Artificial intelligence methods for intelligently predicting user engagement with ads; leveraging engagement predictions to	PRV 62/678,194* US 16/427,303*	5/30/2018 05/30/2019

customize ads for certain outcomes (click-through, brand lift, etc.)	US2 16/933,799*	06/20/20
"pinger" Data collection. In-stream aggregation of 200ms pings from ads on webpages (or in apps). In-stream transformation of pings into scroll events, time spent, impact score, viewability, etc.	PRV 62/694,419* US 16/504,201 PATENT 10,977,690	7/5/2018 07/05/2019
"design: carousel advertising" (design patent)	PATENT D793,424	12/13/2015 6/19/2017
"design: ticker advertisement" (design patent)	PATENT D810,754	3/10/2016
"design: stacked advertisement"	PATENT D785,643	3/9/2016
"cookie-less targeting + VCR"	PRV 62/984,224	03/04/2020
"pinhole"	PRV 63/040,694	06/18/2020
"OTT: over-the-top / connected TV"	PRV 63/040,447	06/17/2020
Method for serving interactive digital advertising content within a streaming platform	PATENT 11,405,667	08/02/2022
Method for modeling digital advertisement consumption	PATENT 11,367,103	06/21/2022
System and method for serving interactive advertising content with responsive animation	PATENT 11,244,103	2/08/2022
Method For Serving Interactive Content To A User	PATENT 11,727,442 APPLICATION 17/364532	08/15/2023
Method For Serving Interactive Digital Advertising Content Within A Streaming Platform	PATENT 11,647,259 APPLICATION 17/566948	05/09/2023
System And Method For Serving Interactive Advertising Content With Responsive Animations	PATENT 11,727,197 APPLICATION 17/561688	08/15/2023
Method For Serving Interactive Content To A User	PATENT 11,538,066 APPLICATION 17/325074	12/27/2022
Method For Quantifying Advertising Impressions	PATENT 11,645,678 APPLICATION 17/853238	05/09/2023
Methods For Serving Interactive Content To A User	PATENT 11,604,918 APPLICATION 17/039961	03/14/2023
METHODS FOR SERVING INTERACTIVE CONTENT TO A USER	APPLICATION 18/107884	2/9/2023
METHOD FOR SERVING INTERACTIVE DIGITAL ADVERTISING CONTENT WITHIN A STREAMING PLATFORM	PATENT 11,809,811 APPLICATION 18/128509	11/7/2023 3/30/2023
SYSTEM AND METHOD FOR SERVING INTERACTIVE ADVERTISING CONTENT WITH RESPONSIVE ANIMATIONS	APPLICATION 17/349706	6/16/2021
METHOD FOR MODELING DIGITAL ADVERTISEMENT CONSUMPTION	APPLICATION 17/748481*	5/19/2022
METHOD FOR IN-STREAM AGGREGATION OF AD INTERACTION DATA FOR A POPULATION OF USERS VIEWING AD CONTENT	APPLICATION 17/198181 PATENT	3/10/2021 9/12/2023

	11,756,079**	
METHOD FOR QUANTIFYING ADVERTISING IMPRESSIONS	PATENT 11,961,125 APPLICATION 18/128674	4/16/2024 3/30/2023
DISPLAY SCREEN OR PORTION THEREOF WITH ANIMATED GRAPHICAL USER INTERFACE	PATENT D828388 APPLICATION 29/608063	9/11/2018
METHOD FOR SERVING INTERACTIVE CONTENT TO A USER	APPLICATION 18/071414*	11/29/2022
METHOD FOR SERVING INTERACTIVE DIGITAL ADVERTISING CONTENT TO A USER WITHIN A STREAMING PLATFORM	APPLICATION 18386711	11/03/2023
METHOD FOR AUTOMATICALLY GENERATING RESPONSIVE MEDIA	PATENT 12050863 APPLICATION 18376812	07/30/2024 10/4/2023
METHOD FOR SERVING INTERACTIVE DIGITAL ADVERTISING CONTENT WITHIN A STREAMING PLATFORM	PATENT 11843811 APPLICATION 17852125	12/12/2023 06/28/2022
SYSTEM AND METHOD FOR SERVING INTERACTIVE ADVERTISING CONTENT WITH RESPONSIVE ANIMATIONS	APPLICATION 18213725	06/23/2023
METHOD FOR IN-STREAM AGGREGATION OF AD INTERACTION DATA FOR A POPULATION OF USERS VIEWING AD CONTENT	APPLICATION 18227035	07/27/2023
METHOD FOR SERVING INTERACTIVE CONTENT TO A USER	APPLICATION 18214453	06/26/2023
METHODS FOR SERVING INTERACTIVE CONTENT TO A USER	APPLICATION 18373852	09/27/23
METHODS FOR SERVING INTERACTIVE CONTENT TO A USER	APPLICATION 63656998	6/6/2024
METHOD FOR AUTOMATICALLY GENERATING RESPONSIVE MEDIA	APPLICATION 18743881	6/14/2024

*This application has been abandoned.

**Scheduled to be issued on 9/12/2023

EXHIBIT C**Trademarks**

Description	Registration/ Serial Number	Registration/ Application Date
YIELDMO	4,755,727	06/16/2015
YIELDMO (w/color)	4,461,377	01/7/2014
	(abandoned)	
SAVING THE WORLD FROM BAD MOBILE ADS	4,764,742	06/30/2015
	(cancelled)	
EXPECT MORE FROM MOBILE ADVERTISING	4,901,514	02/16/2016
	(cancelled)	
DATA BY DESIGN	5,507,870	07/03/2018
EMP	87/712,088	12/07/2017
	(abandoned)	
YM	5,652,995	01/15/2019
PINHOLE	90067186	07/22/2020
MAKING ATTENTION ACTIONABLE	90067137	07/22/2020
HYPERSCROLLER	90067073	07/22/2020
AEROS ATTENTION ANALYTICS	90067007	07/22/2020
PNGR INTELLIGENCE	90236192	10/05/2020
	(abandoned)	
PNGR	90236135	10/05/2020
	(abandoned)	
ZINE	90236112	10/05/2020
WINDOWPLAY	90236082	10/05/2020
TICKER	90236069	10/05/2020
	(abandoned)	
PULL	90236041	10/05/2020
	(abandoned)	
MEGASHOPPER	90236012	10/05/2020
MAINSTAGE	90232795	10/02/2020
FLEXPLAY	90232776	10/02/2020
	(abandoned)	
FLEXCARD	90232755	10/02/2020
FLEXBANNER	90232737	10/02/2020
CAROUSEL	90232716	10/02/2020
	(abandoned)	
CINEGLASS	97230964	01/21/2022
Contextual Reimagined	97230793	01/21/2022
DYNAMIC FORMAT OPTIMIZATION	97579785	09/06/2022
CREATIVEMAX	98333661	12/28/2023