

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: PATI559105

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST
CONVEYING PARTY DATA	
Name	Execution Date
JWP, Inc.	10/09/2024
RECEIVING PARTY DATA	
Company Name:	Wilmington Trust, National Association, as Administrative Agent
Street Address:	50 South Sixth Street, Suite 1290
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55402
PROPERTY NUMBERS Total: 4	
Property Type	Number
Application Number:	16225575
Application Number:	16225614
Application Number:	16353224
Application Number:	16868141
CORRESPONDENCE DATA	
Fax Number:	
<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:	(704)493-3657
Email:	mmcgill@kslaw.com
Correspondent Name:	Maggie McGill
Address Line 1:	300 S. Tryon, Ste 1700
Address Line 4:	Charlotte, NORTH CAROLINA 28202
ATTORNEY DOCKET NUMBER:	18876.515180
NAME OF SUBMITTER:	Genevieve McGill
SIGNATURE:	Genevieve McGill
DATE SIGNED:	10/11/2024
	This document serves as an Oath/Declaration (37 CFR 1.63).
Total Attachments: 5	
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source=Connatix - Patent Security Agreement (JWP) [Executed](32116704.1)#page2.tiff
source=Connatix - Patent Security Agreement (JWP) [Executed](32116704.1)#page3.tiff
source=Connatix - Patent Security Agreement (JWP) [Executed](32116704.1)#page4.tiff
source=Connatix - Patent Security Agreement (JWP) [Executed](32116704.1)#page5.tiff

PATENT SECURITY AGREEMENT

PATENT SECURITY AGREEMENT dated as of October 9, 2024 (this “**Patent Security Agreement**”), by and between JWP, Inc., a Delaware corporation (the “**Grantor**”) and Wilmington Trust, National Association, as administrative agent and collateral agent (in such capacities, together with its successors and permitted assigns in such capacities, the “**Administrative Agent**”) for the Secured Parties (as defined in the Credit Agreement).

Reference is made to that certain Credit Agreement, dated as of July 14, 2021 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “**Credit Agreement**”), by and among Connatix Intermediate, Inc., a Delaware corporation (“**Connatix Intermediate**”), Connatix Buyer, Inc., a Delaware corporation (the “**Connatix Buyer**”), the Administrative Agent and the Lenders from time to time party thereto.

Reference is also made to that certain Joinder No. 1 dated as of the date hereof, by and among CJX Borrower, LLC, a Delaware limited liability company, CJX Intermediate, LLC, a Delaware limited liability company, Connatix Parent, LLC, a Delaware limited liability company and the Grantor and acknowledged and agreed by the Administrative Agent, to that certain Pledge and Security Agreement dated as of July 14, 2021 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “**Security Agreement**”), by and among Connatix Buyer, Connatix Intermediate, the other Grantors (as defined therein) from time to time party thereto and the Administrative Agent for the Secured Parties under and as defined in the Credit Agreement.

The Lenders have extended credit to the Borrower subject to the terms and conditions set forth in the Credit Agreement. Consistent with the requirements set forth in Section 4.01 and Section 5.14 of the Credit Agreement, the parties hereto agree as follows:

SECTION 1. Terms. Capitalized terms used herein and not otherwise defined herein have the meanings specified in the Security Agreement.

SECTION 2. Grant of Security Interest. As security for the prompt and complete payment or performance, as the case may be, in full when due (whether at stated maturity, by acceleration or otherwise) of the Secured Obligations, the Grantor, pursuant to the Security Agreement, did and hereby does grant to the Administrative Agent for the benefit of the Secured Parties, a continuing security interest in all of its right, title and interest in, to and under all of the following assets, whether now owned by or owing to, or hereafter acquired by or arising in favor of the Grantor, and regardless of where located (collectively, the “**Patent Collateral**”):

(a) any and all Patents and Patent applications (including but not limited to the Patents and Patent applications listed on Schedule I hereto); (b) all inventions described and claimed therein; (c) all reissues, divisions, continuations, renewals, extensions, reexaminations and continuations in part thereof; (d) all income, royalties, damages, claims, and payments now or hereafter due or payable under and with respect thereto, including, without limitation, damages and payments for past, present and future infringements thereof; (e) all rights to sue for past, present, and future infringements thereof; and (f) all rights corresponding to any of the foregoing, in each case, excluding any items constituting Excluded Assets and/or otherwise expressly limited or excluded by the Collateral and Guarantee Requirements.

SECTION 3. Security Agreement. The security interests granted to the Administrative Agent herein are granted in furtherance, and not in limitation of, the security interests granted to the Administrative Agent pursuant to the Security Agreement. The Grantor hereby acknowledges and affirms that the rights and remedies of the Administrative Agent with respect to the Patent Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as

if fully set forth herein. In the event of any conflict between the terms of this Patent Security Agreement and the Security Agreement, the terms of the Security Agreement shall govern.

SECTION 4. Governing Law. This Patent Security Agreement shall be governed by, and construed in accordance with, the laws of the State of New York without regard to principles of conflicts of laws.

SECTION 5. Counterparts. This Patent Security Agreement may be executed in counterparts (and by different parties hereto on different counterparts), each of which shall constitute an original, but all of which when taken together shall constitute a single contract.

[Signature Pages Follow]

IN WITNESS WHEREOF, the parties hereto have duly executed this Patent Security Agreement as of the day and year first above written.

JWP, INC. (f/k/a LongTail Ad Solutions, Inc.)

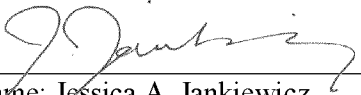
DocuSigned by:

By: David Pashman
Name: David Pashman
Title: Secretary

[Signature Page to Patent Security Agreement]

PATENT
REEL: 068878 FRAME: 0634

**WILMINGTON TRUST, NATIONAL
ASSOCIATION,**
as Administrative Agent

By:  _____
Name: Jessica A. Jankiewicz
Title: Vice President

SCHEDULE I

PATENTS

Owner	Application Number	Patent Number	Date Issued	Description
LongTail Ad Solutions, Inc.	16/225,575	10,511,866	12/17/2019	SYSTEM AND METHODS FOR OBTAINING AND DISPLAYING VIDEOS
LongTail Ad Solutions, Inc.	16/225,614	10,708,638	7/7/2020	SYSTEMS AND METHODS FOR OBTAINING AND DISPLAYING VIDEOS
LongTail Ad Solutions, Inc.	16/353,224	11012744	5/18/2021	SYSTEMS AND METHODS FOR EVALUATING THE ENGAGEMENT FACTOR OF VIDEOS
LongTail Ad Solutions, Inc.	16/868141	11102546	8/24/2021	SYSTEMS AND METHODS FOR OBTAINING AND DISPLAYING VIDEOS

PATENT APPLICATIONS

None.