

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: PATI876900

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST
CONVEYING PARTY DATA	
Name	Execution Date
Truist Bank	03/10/2025
RECEIVING PARTY DATA	
Company Name:	The Retail Equation, Inc.
Street Address:	220 Progress
Internal Address:	Suite 175
City:	Irvine
State/Country:	CALIFORNIA
Postal Code:	92618
Company Name:	Appriss Retail Information, LLC
Street Address:	220 Progress
Internal Address:	Suite 175
City:	Irvine
State/Country:	CALIFORNIA
Postal Code:	92618
PROPERTY NUMBERS Total: 16	
Property Type	Number
Patent Number:	10614244
Patent Number:	9996839
Patent Number:	9460298
Patent Number:	9424588
Patent Number:	9076159
Patent Number:	9330397
Patent Number:	9646319
Patent Number:	8708233
Patent Number:	8583478
Patent Number:	8561896
Patent Number:	8356750
Patent Number:	8209764
Patent Number:	8025229

Property Type	Number
Patent Number:	8694364
Patent Number:	8355946
Patent Number:	7455226

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.

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Address Line 2: 200 Park Avenue
Address Line 4: New York, NEW YORK 10166

NAME OF SUBMITTER:	Mitchell Garrett
SIGNATURE:	/Mitchell Garrett/
DATE SIGNED:	03/10/2025

Total Attachments: 4
source=Truist_Appriss Retail - Notice of Release of Security Interest in Patents (Executed)(.1)#page1.tiff
source=Truist_Appriss Retail - Notice of Release of Security Interest in Patents (Executed)(.1)#page2.tiff
source=Truist_Appriss Retail - Notice of Release of Security Interest in Patents (Executed)(.1)#page3.tiff
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NOTICE OF RELEASE OF SECURITY INTEREST IN PATENTS

Dated as of March 10, 2025

The Lien on and security interest in the Grantors' (defined below) Patent Collateral evidenced by that certain Patent Security Agreement, dated as of November 17, 2023 (as amended, restated, amended and restated, supplemented or otherwise modified prior to the date hereof, the "Patent Security Agreement") by THE RETAIL EQUATION, INC., a Delaware corporation and APPRISS RETAIL INFORMATION, LLC, a Delaware limited liability company (the "Grantors") in favor TRUIST BANK, as administrative agent (the "Agent"), which was duly recorded on November 21, 2023, at Reel 065637, Frame 0599, in the United States Patent and Trademark Office, and any other right, title or interest granted to the Agent in, to or under the Patent Collateral, including the patents set forth on Schedule 1 attached hereto are hereby terminated, cancelled, discharged and released, without representation or warranty, the Patent Security Agreement is hereby terminated, and the Agent hereby re-assigns to each Grantor any right, title or interest it may have in, to or under any of the Patent Collateral, including the patents set forth on Schedule 1. Capitalized terms used herein without definition are used as defined in the Patent Security Agreement, or that certain Guaranty and Security Agreement, dated as of November 17, 2023, by and among the Grantors, the other grantors party thereto and the Agent, as applicable. The Agent authorizes the Grantors and their designees to record this Notice of Release of Security Interest in Patents (the "Release") with the United States Patent and Trademark Office or any other applicable governmental authority. The Agent agrees to take all further actions, and provide to the Grantors all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), reasonably requested by the Grantors, to more fully and effectively effectuate the purposes of this Release. This Release shall be governed by, and construed in accordance with, the laws of the State of New York.

[Signature on Following Page]

TRUIST BANK, as Agent

By: H. Stanfield
Name: Hillary Stanfield
Its: SVP, Middle Market Banking

THE RETAIL EQUATION, INC.
PATENT RELEASE
SIGNATURE PAGE

PATENT
REEL: 070462 FRAME: 0239

SCHEDULE 1

Patents

U.S. REGISTERED PATENTS

Title	Country	Patent No./ Serial No.	Filing Date	Issue Date	Owner
Sensitive data aliasing	United States	PN: 10,614,244 SN: 16/209,234	Dec. 4, 2018	Apr. 7, 2020	Appriss Retail Information, LLC
Systems and methods for data collection and providing coupons at a point of return	United States	PN: 9,996,839 SN: 15/210,079	Jul. 14, 2016	Jun. 12, 2018	The Retail Equation, Inc.
Sensitive data aliasing	United States	PN: 9,460,298 SN: 14/843,081	Sep. 2, 2015	Oct. 4, 2016	Appriss Retail Information, LLC
Systems and methods for data collection and providing coupons at a point of return	United States	PN: 9,424,588 SN: 14/750,828	Jun. 25, 2015	Aug. 23, 2016	The Retail Equation, Inc.
Systems and methods for data collection and providing coupons at a point of return	United States	PN: 9,076,159 SN: 14/261,008	Apr. 24, 2014	Jul. 7, 2015	The Retail Equation, Inc.
Return coupon holder	United States	PN: 9,330,397 SN: 14/245,446	Apr. 4, 2014	May 3, 2016	The Retail Equation, Inc.
Systems and methods for determining whether to offer a reward at a point of return	United States	PN: 9,646,319 SN: 14/075,502	Nov. 8, 2013	May 9, 2017	The Retail Equation, Inc.
Systems and methods for data collection and providing coupons at a point of return	United States	PN: 8,708,233 SN: 14/057,309	Oct. 18, 2013	Apr. 29, 2014	The Retail Equation, Inc.
Systems and methods for determining whether to offer a reward at a point of return	United States	PN: 8,583,478 SN: 13/738,715	Jan. 10, 2013	Nov. 12, 2013	The Retail Equation, Inc.
Systems and methods for data collection and providing coupons at a point of return	United States	PN: 8,561,896 SN: 13/649,766	Oct. 11, 2012	Oct. 22, 2013	The Retail Equation, Inc.
Systems and methods for data collection at a point of return	United States	PN: 8,356,750 SN: 13/244,058	Sep. 23, 2011	Jan. 22, 2013	The Retail Equation, Inc.

Title	Country	Patent No./ Serial No.	Filing Date	Issue Date	Owner
Sensitive data aliasing	United States	PN: 8,209,764 SN: 12/978,727	Dec. 27, 2010	Jun. 26, 2012	Appriss Retail Information, LLC
Systems and methods for data collection at a point of return	United States	PN: 8,025,229 SN: 12/273,775	Nov. 19, 2008	Sep. 27, 2011	The Retail Equation, Inc.
Return coupon holder	United States	PN: 8,694,364 SN: 11/844,286	Aug. 23, 2007	Apr. 8, 2014	The Retail Equation, Inc.
Systems and methods for determining whether to offer a reward at a point of return	United States	PN: 8,355,946 SN: 11/691,458	Mar. 26, 2007	Jan. 15, 2013	The Retail Equation, Inc.
Systems and methods for data collection at a point of return	United States	PN: 7,455,226 SN: 11/263,890	Nov. 1, 2005	Nov. 25, 2008	The Retail Equation, Inc.