

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM451997

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|-----------------------------------|--|---------------------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | RELEASE OF SECURITY INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| PACIFIC WESTERN BANK | | 11/08/2017 | STATE CHARTERED BANK: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | AUTOGRAPH, INC. F/K/A NFLUENCE MEDIA, INC. | | |
| Also Known As: | | | |
| Street Address: | 999 N. NORTHLAKE WAY | | |
| Internal Address: | SUITE 300 | | |
| City: | SEATTLE | | |
| State/Country: | WASHINGTON | | |
| Postal Code: | 98103 | | |
| Entity Type: | Corporation: WASHINGTON | | |
| PROPERTY NUMBERS Total: 16 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 85284388 | NFLUENCE | |
| Serial Number: | 85881937 | AUTOGRAPH | |
| Serial Number: | 85558616 | SWOTE | |
| Serial Number: | 85558608 | SWOTE | |
| Serial Number: | 85284384 | NFLUENCE | |
| Serial Number: | 85509822 | DEALBOARD | |
| Serial Number: | 85509816 | DEALBOARD | |
| Serial Number: | 85509809 | DEALBOARD | |
| Serial Number: | 85391280 | DEAL TAILOR | |
| Serial Number: | 85391276 | DEAL TAILOR | |
| Serial Number: | 85391274 | DEAL TAILOR | |
| Serial Number: | 85773166 | GAMIFYING PERSONALIZATION | |
| Serial Number: | 85773162 | GAMIFYING PERSONALIZATION | |
| Serial Number: | 76210354 | NFLUENCE | |
| Serial Number: | 87005116 | AUTOGRAPH CONNECT | |
| Serial Number: | 87005113 | PROFILE CLOUD | |

CH \$415.00 85284388

CORRESPONDENCE DATA**Fax Number:** 9193541278*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:** 919-314-3086**Email:** diligencereview@square1bank.com**Correspondent Name:** PACIFIC WESTERN BANK**Address Line 1:** 406 BLACKWELL STREET**Address Line 2:** SUITE 240**Address Line 4:** DURHAM, NORTH CAROLINA 27701

| | |
|---------------------------|----------------|
| NAME OF SUBMITTER: | NICHOLAS NANCE |
|---------------------------|----------------|

| | |
|-------------------|----------------------|
| SIGNATURE: | /NICHOLAS NANCE-EPD/ |
|-------------------|----------------------|

| | |
|---------------------|------------|
| DATE SIGNED: | 11/22/2017 |
|---------------------|------------|

Total Attachments: 5

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RELEASE OF SECURITY INTEREST

This Release of Security Interest is made as of November 8, 2017, by **PACIFIC WESTERN BANK** (as successor in interest by merger to Square 1 Bank) ("Lender") in favor of **AUTOGRAPH, INC. f/k/a NFLUENCE MEDIA, INC.**, a Delaware corporation ("Company") with its principal place of business located at 999 N. Northlake Way, Suite 300, Seattle, Washington 98103.

Recitals

WHEREAS Company granted to Lender a security interest in its copyrights, patents and trademarks, including without limitation the patents and trademarks described on Exhibits A and B attached hereto, respectively, (collectively, the "Intellectual Property") under the Intellectual Property Security Agreement dated as of August 7, 2013 (the "2013 Security Agreement") or the Amended and Restated Intellectual Property Security Agreement dated as of February 11, 2015 (the "2015 Security Agreement"; and together with the 2013 Security Agreement, collectively, the "Security Agreements"), and recorded with the US Patent and Trademark Office as set forth on Exhibits A and B.

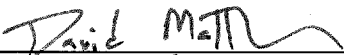
WHEREAS Company has no outstanding obligations to Lender under the terms of the Security Agreements, Lender agrees to release its security interest in the Intellectual Property.

Agreement

Now therefore, Lender agrees that it terminates and releases its security interest in the Intellectual Property and reassigns to Company, without warranty or recourse, all interest of Lender in the Intellectual Property.

LENDER:

PACIFIC WESTERN BANK


Name: David Matthews
Title: VP

406 Blackwell Street
Suite 240
Durham, NC 27701

EXHIBIT A

Patents

Lender's security interest in the following patents was recorded at the US Patent and Trademark Office on **August 9, 2013** at Reel and Frame Number **030995/0737**:

| <u>Description</u> | <u>Patent Application No./Issued Patent No.</u> | <u>Application/ Issue Date</u> |
|--|---|--------------------------------|
| Consumer driven advertising system | 13490444 | 6/6/12 |
| Method and apparatus for displaying ads directed to personas having associated characteristics | 13490447 | 6/6/12 |
| System and method for delivering ads to personas based on determined user characteristics | 13490449 | 6/6/12 |
| Consumer self-profiling gui, analysis and rapid information presentation tools | 13707578 | 12/6/12 |
| Consumer self-profiling gui, analysis and rapid information presentation tools | 13707581 | 12/6/12 |
| Reverse brand sorting tools for interest-graph driven personalization | 13843270 | 3/15/13 |
| Provisioning wireless device profiles | 13843645 | 3/15/13 |

(patents continued next page)

Patents (continued)

Lender's security interest in the following patents was recorded at the US Patent and Trademark Office on **March 2, 2015** at Reel and Frame Number **035066/0218**:

| <u>Description</u> | <u>Patent Application No./Issued Patent No.</u> | <u>Application/ Issue Date</u> |
|--|---|--------------------------------|
| Ad Blocking Tools for Interest-Graph Driven Personalization | 13843635 | 3/15/13 |
| Consumer and Brand Owner Data Management | 14078515 | 11/12/13 |
| Privacy Sensitive Persona Management Tools | 14280480 | 5/16/14 |
| Consumer Self-Profiling Gui, Analysis and Rapid Information Presentation Tools | 14460319 | 8/14/14 |

Lender's security interest in the following patents was recorded at the US Patent and Trademark Office on **September 20, 2016** at Reel and Frame Number **039802/0217**:

| <u>Description</u> | <u>Patent Application No./Issued Patent No.</u> | <u>Date</u> |
|--|---|-------------|
| Beacon Based Privacy Centric Network Communication, Sharing, Relevancy Tools and Other Tools | 14672007 | 3/27/15 |
| Privacy Sensitive Persona Management Tools | 15146860 | 5/4/16 |

EXHIBIT B**Trademarks**

Lender's security interest in the following trademarks was recorded at the US Patent and Trademark Office on **August 9, 2013** at Reel and Frame Number **5088/0862**:

| <u>Description</u> | Registration/ Serial Number | Registration/ Application Date |
|-------------------------------------|--|---|
| NFLUENCE | 85284388 | 4/1/11 |
| AUTOGRAPH | 85881937 | 3/20/13 |
| SWOTE | 85558616 | 3/2/12 |
| SWOTE | 85558608 | 3/2/12 |
| NFLUENCE | 85284384 | 4/1/11 |
| DEALBOARD * Dead | 85509822 | 1/5/12 |
| DEALBOARD * Dead | 85509816 | 1/5/12 |
| DEALBOARD * Dead | 85509809 | 1/5/12 |
| DEAL TAILOR * Dead | 85391280 | 8/5/11 |
| DEAL TAILOR * Dead | 85391276 | 8/5/11 |
| DEAL TAILOR * Dead | 85391274 | 8/5/11 |
| GAMIFYING PERSONALIZATION * Dead | 85773166 | 11/6/12 |
| GAMIFYING PERSONALIZATION * Dead | 85773162 | 11/6/12 |
| NFLUENCE * Dead | 76210354 | 2/15/01 |

(trademarks continued next page)

Trademarks (continued)

Lender's security interest in the following trademarks was recorded at the US Patent and Trademark Office on **September 20, 2016** at Reel and Frame Number **5883/0029**:

| <u>Description</u> | Registration/ Serial Number | Registration/ Application Date |
|---------------------------|--|---|
| AUTOGRAPH CONNECT | 87005116 | 4/18/16 |
| PROFILE CLOUD | 87005113 | 4/18/16 |