

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM466627

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PACIFIC WESTERN BANK		03/20/2018	STATE CHARTERED BANK: CALIFORNIA
RECEIVING PARTY DATA			
Name:	GET SMART CONTENT, INC.		
Street Address:	3000 E. CESAR CHAVEZ STREET		
City:	AUSTIN		
State/Country:	TEXAS		
Postal Code:	78702		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4655172	GET SMART CONTENT	
CORRESPONDENCE DATA			
Fax Number:	9193541278		
<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:	(919) 314-3114		
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-JLT/		
DATE SIGNED:	03/21/2018		
Total Attachments: 3			
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source=Get Smart Content - IP Release - Signed (3-20-18)#page3.tif			

CH \$40.00 4655172

RELEASE OF SECURITY INTEREST

This Release of Security Interest is made as of March 20, 2018, by **PACIFIC WESTERN BANK**, a California state chartered bank ("Lender"), in favor of **GET SMART CONTENT, INC.**, a Delaware corporation ("Company") with its principal place of business located at 3000 E. Cesar Chavez Street, Austin, Texas 78702.

Recitals

WHEREAS Company granted to Lender a security interest in its copyrights, patents and trademarks, including without limitation its patents and trademarks described on Exhibits A and B attached hereto (respectively) (collectively, the "Intellectual Property"), under an Intellectual Property Security Agreement dated as of February 6, 2017 (the "Security Agreement"), 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 Agreement, 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: Andy FAULKNER
Title: SVP

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 March 10, 2017 at Reel and Frame Number 041536/0337:

<u>Description</u>	<u>Patent Application No. / Issued Patent No.</u>	<u>Date</u>
Rules-based targeted content message serving systems and methods	8849847	9/30/2014
Rules-based targeted content message serving systems and methods	14/463293	8/19/2014
Segment content optimization delivery system and method	14/621569	2/13/2015

EXHIBIT B

Trademarks

Lender's security interest in the following trademarks was recorded at the US Patent and Trademark Office on March 10, 2017 at Reel and Frame Number 6007/0509:

<u>Description</u>	<u>Registration Number</u>	<u>Registration Date</u>
Get Smart Content	4655172	12/16/2014