

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM431960

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SAAS CAPITAL FUNDING II, LLC		06/20/2017	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MARKETING EVOLUTION, INC.		
<b>Street Address:</b>	122 EAST 42ND STREET, SUITE 4500		
<b>City:</b>	NEW YORK		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10168		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77339382	MATTERHORN	
<b>Serial Number:</b>	86067145	ROI BRAIN	
<b>Serial Number:</b>	78945533	ROMO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2165665800		
<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>			
<b>Phone:</b>	216-566-5791		
<b>Email:</b>	Jennifer.Hardy@thompsonhine.com		
<b>Correspondent Name:</b>	Katherine Brandt		
<b>Address Line 1:</b>	3900 Key Center		
<b>Address Line 2:</b>	127 Public Square		
<b>Address Line 4:</b>	Cleveland, OHIO 44114		
<b>NAME OF SUBMITTER:</b>	Katherine Brandt		
<b>SIGNATURE:</b>	/s/ Katherine Brandt		
<b>DATE SIGNED:</b>	06/21/2017		
<b>Total Attachments: 3</b>			
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RELEASE OF SECURITY INTEREST IN  
UNITED STATES TRADEMARKS AND PATENTS


WHEREAS, SAAS CAPITAL FUNDING II, LLC, a Delaware limited liability company (“Secured Party”), having a place of business at 810 Seventh Avenue, Suite 2005, New York, New York 10019, holds a security interest in certain intellectual property assets of MARKETING EVOLUTION, INC., a Delaware corporation, (“Pledgor”), having a place of business at 122 East 42nd Street, Suite 4500, New York, New York 10168, pursuant to a certain Patent, Trademark and Copyright Security Agreement, dated as of December 9, 2016, executed by Pledgor and Secured Party (the “Security Agreement”) and recorded with the United States Patent and Trademark Office on December 14, 2016 at Reel 5947 / Frame 0751 and Reel 040732 / Frame 0912.

NOW, THEREFORE, for value received, Secured Party hereby releases its security interest and all of its right, title, and interest in and to all of the Patents, Trademarks and Copyrights (each as defined in the Security Agreement), including, without limitation, the trademarks and trademark registrations listed on Schedule A attached hereto and the patents and patent applications listed on Schedule B attached hereto. Secured Party agrees to execute and deliver such further instruments and take or cause to be taken such other or further action as Pledgor may reasonably request in order to perfect, confirm or evidence such release.

IN WITNESS WHEREOF, Secured Party, by its duly authorized officer, has executed this Release of Security Interest in United States Trademarks and Patents on this 20th day of June, 2017.

SAAS CAPITAL FUNDING II, LLC

By: \_\_\_\_\_

  
Todd Gardner  
President

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**TRADEMARK**  
**REEL: 006088 FRAME: 0260**

SCHEDULE A

Trademarks

Trademark	Serial No.	Registration No.	Filing Date	Registration Date
MATTERHORN®	77/339,382	4,070,848	November 28, 2007	December 13, 2011
ROI BRAIN	86/067,145	N/A	September 17, 2013	N/A
ROMO®	78/945,533	4,026,817	August 4, 2006	September 13, 2011
SIRF®	010858926	010858926	May 4, 2012	September 28, 2012

SCHEDULE B

Patents

Patent Title	Serial No.	Patent No. or Publication No.	Filing Date	Issue Date
METHOD FOR DETERMINING ADVERTISING EFFECTIVENESS	11/209,469	7,949,561	August 22, 2005	May 24, 2011
ATTRIBUTION MODELING	13/113,807	8,321,273	May 23, 2011	November 27, 2012
DETERMINING ADVERTISING EFFECTIVENESS WITH ONLINE REACH AND FREQUENCY MEASUREMENT	13/113,814	8,423,406	May 23, 2011	April 16, 2013
CROSS-MEDIA CAMPAIGNS WITH BIAS ADJUSTMENT AND ATTRIBUTION MODELING	13/862,848	2014-0074587	April 15, 2013	N/A
ASSESSING ADVERTISING EFFECTIVENESS	13/787,191	N/A	March 6, 2013	N/A