

900415002 07/27/2017

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TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

07/27/2017  
900415002

ETAS ID: TM436805

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
<b>SEQUENCE:</b>	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bottlenose, Inc.		02/22/2017	Corporation:

RECEIVING PARTY DATA

<b>Name:</b>	Blazent, Inc.
<b>Street Address:</b>	17197 Laurel Park Drive
<b>Internal Address:</b>	Suite 380
<b>City:</b>	Livonia
<b>State/Country:</b>	MICHIGAN
<b>Postal Code:</b>	48152
<b>Entity Type:</b>	Corporation: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	4129331	BOTTLENOSE
Registration Number:	4564556	BOTTLENOSE
Registration Number:	4179586	BOTTLENOSE
Registration Number:	5014495	BOTTLENOSE
Registration Number:	4675846	NERVE CENTER
Registration Number:	4823717	OPENHOSE
Registration Number:	4457403	THE NOW ENGINE
Registration Number:	4656965	TRENDFLUENCE
Serial Number:	87077537	BUSINESS AWARENESS
Serial Number:	87134466	NERVE CENTER
Serial Number:	86659059	STREAM INTELLIGENCE

OP \$290.00 4129331

CORRESPONDENCE DATA

Fax Number: 7329357122

*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: 7329357100

Email: docketing@mtiplaw.com

**Correspondent Name:** Moser Taboada  
**Address Line 1:** 1030 Broad Street - Suite 203  
**Address Line 4:** Shrewsbury, NEW JERSEY 07702

**ATTORNEY DOCKET NUMBER:** BLZT\_TMGEN

**NAME OF SUBMITTER:** Ayan M. Afridi

**SIGNATURE:** /Ayan M. Afridi/

**DATE SIGNED:** 07/27/2017

**Total Attachments: 15**

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EXHIBIT "B"

**BILL OF SALE**

Pursuant to § 9610 of the California Uniform Commercial Code and all other applicable law, and for the consideration provided under Section 2 of the FS Agreement (as defined below), the receipt of which is hereby acknowledged, Venture Lending & Leasing VII, Inc. and Venture Lending & Leasing VIII, Inc. (together, "Sellers") do hereby sell, transfer and deliver to Blazent, Inc., a Delaware corporation ("Purchaser"), all of the right, title and interest of Bottlenose, Inc., a Delaware corporation ("Debtor"), in and to certain items of Debtor's personal property, which are more particularly described in Exhibit "A" attached to this Bill of Sale, wherever located. Said assets shall hereinafter be referred to as the "Transferred Assets."

The sale transfers to Purchaser all of Debtor's right, title and interest in and to the Transferred Assets free and clear of any and all security interests of Sellers and any security interests or liens subordinate thereto.

EXCEPT FOR THOSE REPRESENTATIONS AND WARRANTIES OF SELLERS EXPRESSLY SET FORTH IN THAT CERTAIN FORECLOSURE SALE AGREEMENT AMONG SELLERS AND PURCHASER, DATED AS OF FEBRUARY 22, 2017 ("FS AGREEMENT"), THE TRANSFERRED ASSETS ARE TRANSFERRED WITHOUT ANY WARRANTIES OR REPRESENTATIONS OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION, ANY WARRANTIES AS TO TITLE, POSSESSION, QUIET ENJOYMENT, MERCHANTABILITY, VALUE, USEFUL LIFE, FITNESS FOR INTENDED USE, PHYSICAL CONDITION, NON-INFRINGEMENT OR SIMILAR REPRESENTATIONS AND WARRANTIES FROM, OR ON BEHALF OF, SELLERS. PURCHASER HEREBY AGREES THAT THE TRANSFERRED ASSETS ARE BEING PLACED AT PURCHASER'S DISPOSAL IN "AS IS" AND "WHERE IS" CONDITION. SELLERS MAKE NO REPRESENTATIONS OR WARRANTIES AS TO THE ACCURACY OF THE DESCRIPTIONS, QUANTITIES, EXISTENCE OR TRANSFERABILITY, OF THE PARTICULAR ITEMS OF PERSONAL PROPERTY LISTED IN ANY SCHEDULES TO EXHIBIT "A" TO THIS BILL OF SALE, WHICH SCHEDULES HAVE BEEN PREPARED SOLELY BY PURCHASER ON THE BASIS OF ITS OWN DUE DILIGENCE AND INSPECTION OF SUCH ASSETS.

Except as provided in the FS Agreement, Purchaser acknowledges that it has not relied upon any representations of Sellers, except as may specifically be provided herein and therein, and that it has examined the validity, quantity, quality and value of the Transferred Assets and has accepted the same without recourse to Sellers and Sellers disclaim any representation or warranty that particular property described on Exhibit "A" exists, in whole or in part, or is in a form usable to Purchaser.

IN NO EVENT WILL ANY PARTY BE LIABLE TO ANY OTHER PARTY, FOR ANY INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL, EXEMPLARY OR SIMILAR INDIRECT DAMAGES (INCLUDING, WITHOUT LIMITATION, LOST PROFITS, CLAIMS FOR SERVICE

INTERRUPTION AND CLAIMS FOR LOSS OF DATA) ARISING OUT OF OR IN CONNECTION WITH PURCHASER'S OR ITS CUSTOMERS' OR ANY OTHER PARTY'S USE, MAINTENANCE OR OPERATION OF ANY OF THE TRANSFERRED ASSETS, IRRESPECTIVE OF THE CAUSE OF ACTION OR THEORY UPON WHICH LIABILITY FOR SUCH DAMAGES MIGHT BE ALLEGED, INCLUDING BUT NOT LIMITED TO, INFRINGEMENT, MISAPPROPRIATION, NEGLIGENCE, OR OTHER TORT, BREACH OF CONTRACT OR WARRANTY (EXPRESS OR IMPLIED), STRICT LIABILITY OR OTHERWISE, WHETHER AT LAW, IN EQUITY OR OTHERWISE, EVEN IF THAT PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH CLAIM FOR DAMAGES. EXCEPT IN THE EVENT OF FRAUD BY PURCHASER, PURCHASER'S TOTAL LIABILITY HEREUNDER AND UNDER THE FS AGREEMENT SHALL BE THE PAYMENT OF THE PURCHASE PRICE AS REQUIRED PURSUANT TO SECTION 2 THEREOF. EXCEPT IN THE EVENT OF FRAUD BY SELLERS, IN NO EVENT SHALL SELLERS' TOTAL LIABILITY HEREUNDER AND UNDER THE FS AGREEMENT EXCEED THE AMOUNT OF THE PURCHASE PRICE ACTUALLY PAID BY PURCHASER TO SELLERS PURSUANT TO SECTION 2 OF THE FS AGREEMENT. EXCEPT IN THE EVENT OF FRAUD BY A PARTY HERETO OR TO THE FS AGREEMENT, SELLERS AND PURCHASER AGREE THAT THE PROVISIONS HEREOF AND OF SECTION 12(Q) OF THE FS AGREEMENT SHALL CONSTITUTE THE EXCLUSIVE REMEDY AVAILABLE TO SELLERS AND PURCHASER FOR DAMAGES. THE PARTIES ACKNOWLEDGE THAT THESE LIMITATIONS ON POTENTIAL LIABILITIES WERE AN ESSENTIAL ELEMENT IN SETTING CONSIDERATION HEREUNDER AND UNDER THE FS AGREEMENT.

As between Sellers and Purchaser only, in addition to all the consideration paid hereunder, Purchaser shall be liable for all sales, use, withholding, excise, stamp, documentary, filing, recording, transfer or similar fees or taxes and shall hold Sellers harmless from any cost relating thereto. This Bill of Sale may be executed in one or more counterparts, each of which shall be deemed an original and all of which shall together constitute one and the same instrument. Delivery of an executed counterpart of a signature page to this Bill of Sale by facsimile or other means of electronic transmission shall be effective as delivery of a manually executed counterpart thereof and shall be deemed an original signature for all purposes.

All aspects of this Bill of Sale, including construction, validity and performance of this Bill of Sale, shall be governed by, and construed and enforced in accordance with, the laws of the State of California. Purchaser and Sellers agree to submit to the exclusive jurisdiction of the state and Federal courts located in the County of Santa Clara, State of California.

*[Signatures on the Following Pages]*

[Signature page to Bill of Sale]

Executed this 22<sup>nd</sup> day of February, 2017.

Sellers

VENTURE LENDING & LEASING VII, INC.

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

Name: David Wanek

Its: Vice President

VENTURE LENDING & LEASING VIII, INC.

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

Name: David Wanek

Its: Vice President

THE FOREGOING IS AGREED AND ACCEPTED:

Purchaser

BLAZENT, INC.

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

Name: Charlie Piper

Its: CEO

[Signature page to Bill of Sale]

Executed this 22<sup>nd</sup> day of February, 2017.

Sellers

VENTURE LENDING & LEASING VII, INC.

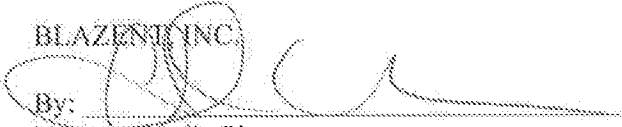
By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Its: \_\_\_\_\_

VENTURE LENDING & LEASING VIII, INC.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Its: \_\_\_\_\_

**THE FOREGOING IS AGREED AND ACCEPTED:**

Purchaser

BLAZENI INC.  
By:   
Name: Charles Piper  
Its: CEO

## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement (this "Agreement") is made as of September 17, 2015, between BOTTLENOSE, INC., a Delaware corporation ("Grantor"), and VENTURE LENDING & LEASING VII, INC. ("VLL7") and VENTURE LENDING & LEASING VIII, INC. ("VLL8"), both Maryland corporations (sometimes referred to herein individually and together as "Secured Party").

### RECITALS:

A. Pursuant to that certain Loan and Security Agreement of even date herewith between Grantor, as borrower, and Secured Party, as lender (as amended, restated, supplemented or otherwise modified from time to time, the "Loan Agreement"), Secured Party has agreed to make certain advances of money and to extend certain financial accommodations to Grantor (the "Loans") in the amounts and manner set forth in the Loan Agreement. All capitalized terms used herein without definition shall have the meanings ascribed to them in the Loan Agreement.

B. Secured Party is willing to make the Loans to Grantor, but only upon the condition, among others, that Grantor shall grant to Secured Party a security interest in substantially all of Grantor's personal property whether presently existing or hereafter acquired. To that end, Grantor has executed in favor of Secured Party the Loan Agreement granting a security interest in all Collateral, and is executing this Agreement with respect to certain items of Intellectual Property, in particular.

NOW, THEREFORE, THE PARTIES HERETO AGREE AS FOLLOWS:

I. Grant of Security Interest. As collateral security for the prompt and complete payment and performance of all of Grantor's present or future Obligations, Grantor hereby grants a security interest and mortgage to Secured Party, as security, in and to Grantor's entire right, title and interest in, to and under the following Intellectual Property, now owned or hereafter acquired by Grantor or in which Grantor now holds or hereafter acquires any interest (all of which shall collectively be called the "Collateral" for purposes of this Agreement):

(a) Any and all copyrights, whether registered or unregistered, held pursuant to the laws of the United States, any State thereof or of any other country; all registrations, applications and recordings in the United States Copyright Office or in any similar office or agency of the United States, and State thereof or any other country; all continuations, renewals, or extensions thereof; and any registrations to be issued under any pending applications, including without limitation those set forth on Exhibit A attached hereto (collectively, the "Copyrights");

(b) All letters patent of, or rights corresponding thereto in, the United States or any other country, all registrations and recordings thereof, and all applications for letters patent of, or rights corresponding thereto in, the United States or any other country, including, without limitation, registrations, recordings and applications in the United States Patent and Trademark Office or in any similar office or agency of the United States, any State thereof or any other country; all reissues, continuations, continuations-in-part or extensions thereof; all petty patents, divisionals, and patents of addition; and all patents to be issued under any such applications, including without limitation the patents and patent applications set forth on Exhibit B attached hereto (collectively, the "Patents");

(c) All trademarks, trade names, corporate names, business names, trade styles, service marks, logos, other source or business identifiers, prints and labels on which any of the foregoing have appeared or appear, designs and general intangibles of like nature, now existing or hereafter adopted or acquired, all registrations and recordings thereof, and any applications in connection therewith, including, without limitation, registrations, recordings and applications in the United States Patent and Trademark Office or in any similar office or agency of the United States, any State thereof or any other country or any political subdivision thereof, and reissues,

extensions or renewals thereof, and the entire goodwill of the business of Grantor connected with and symbolized by such trademarks, including without limitation those set forth on Exhibit C attached hereto (collectively, the "Trademarks");

(d) Any and all claims for damages by way of past, present and future infringement of any of the rights included above, with the right, but not the obligation, to sue for and collect such damages for said use or infringement of the intellectual property rights identified above;

(e) All licenses or other rights to use any of the Copyrights, Patents or Trademarks, and all license fees and royalties arising from such use to the extent permitted by such license or rights;

(f) All amendments, renewals and extensions of any of the Copyrights, Trademarks or Patents; and

(g) All proceeds and products of the foregoing, including without limitation all payments under insurance or any indemnity or warranty payable in respect of any of the foregoing.

Notwithstanding the foregoing the term "Collateral" shall not include: (a) "intent-to-use" trademarks at all times prior to the first use thereof, whether by the actual use thereof in commerce, the recording of a statement of use with the United States Patent and Trademark Office or otherwise, but only to the extent the granting of a security interest in such "intent to use" trademarks would be contrary to applicable law or (b) any contract, instrument or chattel paper in which Grantor has any right, title or interest if and to the extent such contract, instrument or chattel paper includes a provision containing a restriction on assignment such that the creation of a security interest in the right, title or interest of Grantor therein would be prohibited and would, in and of itself, cause or result in a default thereunder enabling another person party to such contract, instrument or chattel paper to enforce any remedy with respect thereto; provided, however, that the foregoing exclusion shall not apply if (i) such prohibition has been waived or such other person has otherwise consented to the creation hereunder of a security interest in such contract, instrument or chattel paper, or (ii) such prohibition would be rendered ineffective pursuant to Sections 9-407(a) or 9-408(a) of the UCC, as applicable and as then in effect in any relevant jurisdiction, or any other applicable law (including the Bankruptcy Code or principles of equity); provided further that immediately upon the ineffectiveness, lapse or termination of any such provision, the term "Collateral" shall include, and Grantor shall be deemed to have granted a security interest in, all its rights, title and interests in and to such contract, instrument or chattel paper as if such provision had never been in effect; and provided further that the foregoing exclusion shall in no way be construed so as to limit, impair or otherwise affect Secured Party's unconditional continuing security interest in and to all rights, title and interests of Grantor in or to any payment obligations or other rights to receive monies due or to become due under any such contract, instrument or chattel paper and in any such monies and other proceeds of such contract, instrument or chattel paper.

2. Covenants and Warranties. Grantor represents, warrants, covenants and agrees as follows:

(a) Grantor has rights (as defined in the UCC) in the Collateral, except for Permitted Liens;

(b) During the term of this Agreement, Grantor will not transfer or otherwise encumber any interest in the Collateral, except for Permitted Liens and except for transfers otherwise permitted under the Loan Agreement;

(c) To its knowledge, each of the Patents is valid and enforceable, and no part of the Collateral has been judged invalid or unenforceable, in whole or in part, and no claim has been made that any part of the Collateral violates the rights of any third party;

(d) Grantor shall deliver to Secured Party within thirty (30) days of the last day of each fiscal quarter in which there is a material change or update to the reported contents from the previous fiscal quarter, a



report signed by Grantor, in form reasonably acceptable to Secured Party, listing (i) any applications or registrations that Grantor has made or filed in respect of any patents, copyrights or trademarks, (ii) the status of any outstanding applications or registrations and (iii) any material change in the composition of the Collateral;

(e) With respect to Trademarks, Patents and Copyrights constituting Collateral that Grantor's management determines in its sole but reasonable commercial judgment are material to Grantor's business, Grantor shall use reasonable commercial efforts to (i) protect, defend and maintain the validity and enforceability of such Trademarks, Patents and Copyrights, (ii) detect infringements of such Trademarks, Patents and Copyrights and promptly advise Secured Party in writing of material infringements detected, and (iii) not allow such Trademarks, Patents or Copyrights to be abandoned, forfeited or dedicated to the public unless Grantor deems it to be in the best interest of Grantor's business;

(f) Grantor shall apply for registration (to the extent not already registered) with the United States Patent and Trademark Office or the United States Copyright Office, as applicable: (i) those intellectual property rights listed on Exhibits A, B and C hereto within thirty (30) days of the date of this Agreement; and (ii) within a reasonable period of time after the acquisition of any such intellectual property rights those additional intellectual property rights developed or acquired by Grantor from time to time in connection with any product or service (including without limitation revisions or additions to the intellectual property rights listed on such Exhibits A, B and C), except, in each case, with respect to such rights that Grantor determines in its sole but reasonable commercial judgment need not be registered to protect its own business interests. Grantor shall, from time to time, execute and file such other instruments, and take such further actions as Secured Party may reasonably request from time to time to perfect or continue the perfection of Secured Party's interest in the Collateral; and

(g) Grantor shall not enter into any agreement that would materially impair or conflict with Grantor's obligations hereunder without Secured Party's prior written consent, which consent shall not be unreasonably withheld. Grantor shall not permit the inclusion in any material contract to which it becomes a party of any provisions that could or might in any way prevent the creation of a security interest in Grantor's rights and interests in any property included within the definition of the Collateral acquired under such contracts, except for provisions in such material contracts as are referenced in the last paragraph of Section 1 of this Agreement.

### 3. Further Assurances: Attorney in Fact.

(a) On a continuing basis, Grantor will make, execute, acknowledge and deliver, and file and record in the proper filing and recording places in the United States, all such instruments, including appropriate financing and continuation statements and collateral agreements and filings with the United States Patent and Trademark Office and the Register of Copyrights, and take all such action as may reasonably be deemed necessary or advisable, or as reasonably requested by Secured Party, to perfect Secured Party's security interest in all Copyrights, Patents and Trademarks and otherwise to carry out the intent and purposes of this Agreement, or for assuring and confirming to Secured Party the grant or perfection of a security interest in all Collateral.

(b) Grantor hereby irrevocably appoints Secured Party as Grantor's attorney-in-fact, with full authority in the place and stead of Grantor and in the name of Grantor, from time to time in Secured Party's discretion, to take any action and to execute any instrument which Secured Party may reasonably deem necessary or advisable to accomplish the purposes of this Agreement, including (i) to modify, in its sole discretion, this Agreement without first obtaining Grantor's approval of or signature to such modification by amending Exhibits A, B and C, hereof, as appropriate, to include reference to any right, title or interest in any Copyrights, Patents or Trademarks acquired by Grantor after the execution hereof or to delete any reference to any right, title or interest in any Copyrights, Patents or Trademarks in which Grantor no longer has or claims any right, title or interest, (ii) to file, in its sole discretion, one or more financing or continuation statements and amendments thereto, relative to any of the Collateral without the signature of Grantor where permitted by law, and (iii) subject to the Forbearance Period (as defined in the Loan Agreement), after the occurrence and during the continuance of an Event of Default, to

transfer the Collateral into the name of Secured Party or a third party to the extent permitted under the California Uniform Commercial Code.

4. Events of Default. The occurrence of any of the following shall constitute an Event of Default under this Agreement:

(a) An Event of Default under the Loan Agreement; or

(b) Grantor materially breaches in any material respect any warranty or agreement made by Grantor in this Agreement and, as to any breach that is capable of cure, Grantor fails to cure such breach within thirty (30) days of the sooner to occur of Grantor's receipt of notice of such breach from Secured Party or the date on which such breach first becomes known to Grantor.

5. Amendments. This Agreement may be amended only by a written instrument signed by both parties hereto, except for amendments permitted under Section 3 hereof to be made by Secured Party alone.

6. Counterparts. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute the same instrument.

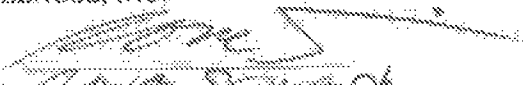
*[Signature Pages Follow]*

{Signature page to Intellectual Property Security Agreement}

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

GRANTOR:

BOTTLENOSE, INC.

By:   
Name: Nova Spivack  
Title: CEO

Address for Notices:

15301 Ventura Blvd., Bldg. D, Ste. 210  
Sherman Oaks, CA 91403  
Attn: Nova Spivack  
Fax #: 760-588-3459  
Phone #: 917-972-9721

SECURED PARTY:

VENTURE LENDING & LEASING VII, INC.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

Address for Notices:

104 La Mesa Dr., Suite 102  
Portola Valley, CA 94028  
Attn: Chief Financial Officer  
Fax # 650-234-4343  
Phone # 650-234-4300

SECURED PARTY:

VENTURE LENDING & LEASING VIII, INC.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

Address for Notices:

104 La Mesa Dr., Suite 102  
Portola Valley, CA 94028  
Attn: Chief Financial Officer  
Fax # 650-234-4343  
Phone # 650-234-4300

[Signature page to Intellectual Property Security Agreement]

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

**GRANTOR:**

BOTTLENOSE, INC.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

Address for Notices:

4111 Colbath Avenue  
Sherman Oaks, CA 91423  
Attn:  
Fax #:  
Phone #:

**SECURED PARTY:**

VENTURE LENDING & LEASING VII, INC.

By: \_\_\_\_\_  
Name: Jay Chin  
Title: Vice President

Address for Notices:

104 La Mesa Dr., Suite 102  
Portola Valley, CA 94028  
Attn: Chief Financial Officer  
Fax # 650-234-4343  
Phone # 650-234-4300

**SECURED PARTY:**

VENTURE LENDING & LEASING VIII, INC.

By: \_\_\_\_\_  
Name: Jay Chin  
Title: Vice President

Address for Notices:

104 La Mesa Dr., Suite 102  
Portola Valley, CA 94028  
Attn: Chief Financial Officer  
Fax # 650-234-4343  
Phone # 650-234-4300

EXHIBIT A.

Copyrights

<u>Description</u>	<u>Registration Number</u>	<u>App/Reg. Date</u>
Sonar Solo Website	1-2465256043	
Sonar Solo	1-2362457511	

## EXHIBIT B

## Patents

JURISDICTION	APPLICATION/ PATENT #	TITLE	APPLICATION DATE	ISSUE DATE
US	13/403,937	SYSTEM AND METHOD FOR ANALYZING MESSAGES IN A NETWORK OR ACROSS NETWORKS	FEBRUARY 23, 2012	N/A
US	13/403,948	ADAPTIVE SYSTEM ARCHITECTURE FOR IDENTIFYING POPULAR TOPICS FROM MESSAGES	FEBRUARY 23, 2012	N/A
US	13/771,069 8,832,092	NATURAL LANGUAGE PROCESSING OPTIMIZED FOR MICRO CONTENT	FEBRUARY 19, 2013	SEPTEMBER 9, 2014
US	14/015,021 8,938,450	NATURAL LANGUAGE PROCESSING OPTIMIZED FOR MICRO CONTENT	August 30, 2013	January 20, 2015
US	14/563,875	MACHINE-BASED CONTENT ANALYSIS AND USER PERCEPTION TRACKING OF MICROCONTENT MESSAGES	DECEMBER 8, 2014	N/A
US	13/403,962	SYSTEMS AND METHODS FOR RECOMMENDING ADVERTISEMENT PLACEMENT BASED ON IN NETWORK AND CROSS NETWORK ONLINE ACTIVITY ANALYSIS	FEBRUARY 23, 2012	N/A
US	13/844,588 9,009,126	DISCOVERING AND RANKING TRENDING LINKS ABOUT TOPICS	MARCH 15, 2013	April 14, 2015
US	13/936,072	DISCOVERING AND RANKING TRENDING	JULY 3, 2013	March 24, 2015

JURISDICTION	APPLICATION/ PATENT #	TITLE	APPLICATION DATE	ISSUE DATE
	8,990,097	LINKS ABOUT TOPICS		
US	14/185,809 8,762,302	SYSTEM AND METHOD FOR REVEALING CORRELATIONS BETWEEN DATA STREAMS	FEBRUARY 20, 2014	JUNE 24, 2014
US	14/263,343 8,909,569	SYSTEM AND METHOD FOR REVEALING CORRELATIONS BETWEEN DATA STREAMS	APRIL 28, 2014	DECEMBER 9, 2014
WIPO	PCT/US14/17757	SYSTEMS AND METHODS FOR DETERMINING CORRELATIONS BETWEEN DATA STREAMS	FEBRUARY 21, 2014	N/A
CANADA	2,824,627 2,824,627	SYSTEM AND METHOD FOR ANALYZING MESSAGES IN A NETWORK OR ACROSS NETWORKS	FEBRUARY 23, 2012	SEPTEMBER 30, 2014
CANADA	2,866,615 2,866,615	NATURAL LANGUAGE PROCESSING OPTIMIZED FOR MICRO CONTENT	APRIL 1, 2013	MAY 12, 2015
EUROPE	13749163.5	SYSTEMS AND METHODS FOR RECOMMENDING ADVERTISEMENT PLACEMENT BASED ON IN NETWORK AND CROSS NETWORK ONLINE ACTIVITY ANALYSIS	February 15, 2013	N/A
CANADA	2,864,127	SYSTEMS AND METHODS FOR RECOMMENDING ADVERTISEMENT PLACEMENT BASED ON IN NETWORK AND CROSS NETWORK ONLINE ACTIVITY ANALYSIS	FEBRUARY 15, 2013	N/A

JURISDICTION	APPLICATION/ PATENT #	TITLE	APPLICATION DATE	ISSUE DATE
CANADA	2,879,157	DISCOVERING AND RANKING TRENDING LINKS ABOUT TOPICS	JULY 31, 2013	N/A
CANADA	2,883,974	DISCOVERING AND RANKING TRENDING LINKS ABOUT TOPICS	JULY 31, 2013	N/A






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**TRADEMARK**  
**REEL: 006017 FRAME: 0043**



## EXHIBIT C

## Trademarks

Description	U.S. Registration/Application No.	Registration/Application Date
@SCORE in Class 35 in the EU	11789658/11789658	9/25/2013 / 3/3/2013
BOTTLENOSE in Class 45 in the U.S.	4129331 / 85111143	4/17/2012 / 8/19/2010
 BOTTLENOSE (stylized) in Class 9 in China	10774596 / 10774596	7/7/2013 / 4/15/2012
 BOTTLENOSE (stylized) in Class 45 in China	10774595 / 10774595	7/21/2013 / 4/16/2012
 BOTTLENOSE (stylized) in Classes 9 and 45 in EU	010806149 / 010806149	9/12/2012 / 4/13/2012
 BOTTLENOSE (stylized) in Class 9 in the U.S.	4364556 / 85447531	7/8/2014 / 10/14/2011
 BOTTLENOSE (stylized) in Class 45 in the U.S.	4179586 / 85976848	7/24/2012 / 10/14/2011
ENTERPRISE BRAIN in Classes 35 and 45 in the U.S.	86403299	9/24/2014
NERVE CENTER in Classes 35 and 45 in the U.S.	4675846 / 85806046	1/26/2015 / 12/18/2012
OPENHOSE in Classes 9 and 42 in the U.S.	86403295	9/24/2014
SONAR SOLO in Class 9 in the U.S.	86603739	4/20/2015
STREAM INTELLIGENCE in Classes 9 and 42 in the U.S.	86659059	6/11/2015
STREAMOS in Classes 9, 42 and 45 in the U.S.	85603338	7/24/2012
STREAASENSE in Classes 9, 42 and 45 in the U.S.	85685313	7/24/2012
THE NOW ENGINE in Classes 9, 42 and 45 in the EU	011510948 / 011510948	12/31/2013 / 7/25/2012
THE NOW ENGINE in the US	4457405 / 85686597	12/31/2013 / 7/25/2012
TRENDFLUENCE in Classes 9, 35, 41, 42 and 45 in the U.S.	85904754	85904754
TRENDSORE fled in Canada	1665235	2/25/2014
TRENDSORE in Classes 9, 35, 41, 42 and 45 in the EU	12664264	12664264

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