

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM475373

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ACKNOWLEDGMENT OF TERMINATION OF INTELLECTUAL PROPERTY SECURITY AGREEMENT

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Columbia Partners, L.L.C. Investment Management		05/24/2018	Limited Liability Company: MARYLAND

RECEIVING PARTY DATA

Name:	CARDLYTICS, INC.
Street Address:	675 Ponce de Leon Avenue NE Suite 6000
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30308
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	4735118	CARDLYTICS INSIGHTS
Registration Number:	4788388	CARDLYTICS
Registration Number:	4735307	CARDLYTICS CONNECT
Registration Number:	4735092	CARDLYTICS LIFT
Registration Number:	4656219	CARDLYTICS
Registration Number:	4656212	REACH EVERY ONE
Registration Number:	3712885	CARDLYTICS
Serial Number:	86309206	CARDLYTICS
Serial Number:	86309178	CARDLYTICS

CORRESPONDENCE DATA

Fax Number: 8004947512

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: 202-370-4750

Email: ipteam@cogencyglobal.com

Correspondent Name: Melony Sot

Address Line 1: 1025 Vermont Ave NW, Suite 1130

Address Line 2: COGENCY GLOBAL INC.

Address Line 4: Washington, D.C. 20005

TRADEMARK

ATTORNEY DOCKET NUMBER:	F177214 TM
NAME OF SUBMITTER:	Robin Dunn
SIGNATURE:	/Robin Dunn/
DATE SIGNED:	05/24/2018
Total Attachments: 4 source=TM Cover Sheet with IP Termination re Columbia#page2.tif source=TM Cover Sheet with IP Termination re Columbia#page3.tif source=TM Cover Sheet with IP Termination re Columbia#page4.tif source=TM Cover Sheet with IP Termination re Columbia#page5.tif	

ACKNOWLEDGMENT OF TERMINATION
OF INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Acknowledgment of Termination of Intellectual Property Security Agreement is made with reference to the Intellectual Property Security Agreement dated July 21, 2016 by and between **CARDLYTICS, INC.** (“Grantor”) as assignor and **COLUMBIA PARTNERS, L.L.C. INVESTMENT MANAGEMENT**, as investment manager and agent for Lender (as defined in the Credit Agreement) (“Investment Manager”) as assignee (the “IP Agreement”).

The IP Agreement was recorded in the United States Patent and Trademark office on July 25, 2016, Reel 039248 at Frame 0952, with respect to the patents set forth on Exhibit A hereto (the “Patents”), and on July 25, 2016, Reel 5843 at Frame 0680 with respect to the trademarks set forth on Exhibit B hereto (the “Trademarks”).

Investment Manager hereby acknowledges and agrees that the IP Agreement has been terminated and that all of the rights and interests of Investment Manager thereunder have been terminated, including, without limitation, all of the rights and interests of Investment Manager in and to the Patents and Trademarks.

Investment Manager does hereby further authorize and consent that this Acknowledgment of Termination may be recorded and indexed by the Commissioner of Patents and Trademarks.

Dated: May 24, 2018

COLUMBIA PARTNERS, L.L.C.
INVESTMENT MANAGEMENT,
as Investment Manager

By: C Doherty
Name: _____
Title: _____

Exhibit A

Patents

Description	Registration OR Serial Number	Registration OR Filing Date
System and Methods for Merging or Injecting Targeted Marketing Offers with a Transaction Display of an Online Portal	8,438,061	05/07/2013
System and Methods for Delivering Targeted Marketing Offers to Consumers via an Online Portal	8,515,810	08/20/2013
Offer Placement System and Methods for Targeted Marketing Offer Delivery System	8,595,065	11/26/2013
Offer Management System and Methods for Targeted Marketing Offer Delivery System	12/486,146	06/17/2009
System and Methods for Offer Realization and Redemption in a Targeted Marketing Offer Delivery System	12/486,167	06/17/2009
System and Methods for Delivering Targeted Marketing Offers to Consumers via an Online Portal	13/964,536	08/12/2013
System and Methods for Delivering Targeted Marketing Offers to Consumers via an Online Portal	13/970,186	08/19/2013
Offer Placement System and Methods for Targeted Marketing Offer Delivery System	14/079,051	11/13/2013
System and Apparatus for Identifier Matching and Management	14/617,112	02/09/2015

Description	Registration OR Serial Number	Registration OR Filing Date
System and Methods for Purchased Based Targeting, Delivery, and Attribution of Marketing Messages	61/994,656	05/16/2014
System and Methods for Delivering Targeted Marketing Offers to Consumers Via a Transaction Detail System	14/213,267	03/14/2014

Exhibit B

Trademarks

Description	Registration/Serial/ Application Number	Registration/ Application Date
CARDLYTICS INSIGHT	4735118	05/12/2015
CARDLYTICS (& design)	86309206	06/13/2014
CARDLYTICS (& design)	86309178	06/13/2014
CARDLYTICS	4788388	08/11/2015
CARDLYTICS CONNECT	4735307	05/12/2015
CARDLYTICS LIFT	4735092	05/12/2015
CARDLYTICS	4656219	12/16/2014
REACH EVERY ONE	4656212	12/16/2014
CARDLYTICS	3712885	11/17/2009