

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BNY Jaywalk Inc.		09/27/2006	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	BNY Jaywalk LLC		
Street Address:	150 East 52nd Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2567236		
Registration Number:	2937715	INDEPENDENT RESEARCH MERITOCRACY	
Registration Number:	2548264	JAYWALK	
Registration Number:	2733890	JAYWALK INCORPORATED	
CORRESPONDENCE DATA			
Fax Number:	(312)660-0471		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-861-6371		
Email:	rprescan@kirkland.com		
Correspondent Name:	Renee Prescan		
Address Line 1:	200 E. Randolph Drive		
Address Line 2:	Kirkland & Ellis LLP		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	36762-258 RMP		
NAME OF SUBMITTER:	Renee M. Prescan		

CH \$115.00 2567236

Signature:	/Renee M. Prescan/
Date:	10/16/2006
Total Attachments: 2 source=BNY Jaywalk Change of Name#page1.tif source=BNY Jaywalk Change of Name#page2.tif	

Delaware

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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A GEORGIA CORPORATION UNDER THE NAME OF "BNY JAYWALK INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "BNY JAYWALK INC." TO "BNY JAYWALK LLC", FILED IN THIS OFFICE ON THE TWENTY-SEVENTH DAY OF SEPTEMBER, A.D. 2006, AT 11:54 O'CLOCK A.M.



4226306 8100V

060889733

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5073544


DATE: 09-27-06

TRADEMARK
REEL: 003409 FRAME: 0351

CERTIFICATE OF CONVERSION
OF
BNY JAYWALK INC.
FROM A CORPORATION TO A
LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE DELAWARE
LIMITED LIABILITY COMPANY ACT

- 1.) The jurisdiction where BNY Jaywalk Inc. (the "Corporation") was first incorporated is Georgia.
- 2.) The jurisdiction of the Corporation immediately prior to filing this certificate is Georgia.
- 3.) The date the Corporation was first incorporated is September 30, 1999.
- 4.) The name of the Corporation immediately prior to filing this Certificate is BNY Jaywalk Inc.
- 5.) The name of the limited liability company to which the company is being converted as set forth in its Certificate of Formation is BNY Jaywalk LLC.
- 6.) The conversion of the Corporation to a limited liability company shall be effective upon the filing with the Secretary of State of the State of Delaware of this Certificate of Conversion and the Certificate of Formation.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion on the 27th day of September, 2006.


Authorized Person
Heather A. Sisler

State of Delaware
Secretary of State
Division of Corporations
Delivered 11:54 AM 09/27/2006
FILED 11:54 AM 09/27/2006
SRV 060889733 - 4226306 FILE