

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|-----------------------|----------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | MERGER |
| EFFECTIVE DATE: | 12/13/2008 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|----------------------|----------|----------------|-----------------------|
| The Elations Company | | 12/13/2008 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

| | |
|-----------------|-------------------------------------|
| Name: | The Elations Company |
| Street Address: | 4747 Lake Forest Drive |
| City: | Cincinnati |
| State/Country: | OHIO |
| Postal Code: | 45242 |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE |

PROPERTY NUMBERS Total: 3

| Property Type | Number | Word Mark |
|----------------------|----------|-----------|
| Serial Number: | 77805096 | |
| Serial Number: | 77805087 | ELATIONS |
| Registration Number: | 3557990 | ELATIONS |

CORRESPONDENCE DATA

Fax Number: (614)464-1737
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 614-464-1211
 Email: nudson@fbtlaw.com
 Correspondent Name: Nicolette Hudson, Frost Brown Todd LLC
 Address Line 1: 10 W. Broad Street
 Address Line 2: Suite 2300
 Address Line 4: Columbus, OHIO 43215

| | |
|--------------------|---------------------|
| NAME OF SUBMITTER: | Nicolette R. Hudson |
|--------------------|---------------------|

900178339

**TRADEMARK
 REEL: 004428 FRAME: 0723**

OP \$90.00 77805096

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|--|----------------------|
| Signature: | /nicolette r hudson/ |
| Date: | 12/09/2010 |
| Total Attachments: 1 source=The Elations Company LLC Merger#page1.tif | |

Delaware

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The First State

I, JEFFREY W. BULLOCK, 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 DELAWARE CORPORATION UNDER THE NAME OF "THE ELATIONS COMPANY" TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "THE ELATIONS COMPANY" TO "THE ELATIONS COMPANY LLC", FILED IN THIS OFFICE ON THE THIRTIETH DAY OF DECEMBER, A.D. 2008, AT 6:58 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2008, AT 11:59 O'CLOCK P.M.

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You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8350416

DATE: 11-12-10

RECORDED: 12/09/2010

TRADEMARK
REEL: 004428 FRAME: 0725