

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT												
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the name of the assignee. previously recorded on Reel 004428 Frame 0723. Assignor(s) hereby confirms the The Elations Company, a corporation of Delaware, merged into The Elations Company LLC, a limited liability company of Delaware.												
<b>CONVEYING PARTY DATA</b>													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Name</th> <th style="width:30%;">Formerly</th> <th style="width:20%;">Execution Date</th> <th style="width:20%;">Entity Type</th> </tr> </thead> <tbody> <tr> <td>The Elations Company</td> <td></td> <td>12/13/2008</td> <td>CORPORATION: DELAWARE</td> </tr> </tbody> </table>	Name	Formerly	Execution Date	Entity Type	The Elations Company		12/13/2008	CORPORATION: DELAWARE					
Name	Formerly	Execution Date	Entity Type										
The Elations Company		12/13/2008	CORPORATION: DELAWARE										
<b>RECEIVING PARTY DATA</b>													
Name:	The Elations Company LLC												
Street Address:	4747 LAKE FOREST DRIVE												
City:	Cincinnati												
State/Country:	OHIO												
Postal Code:	45242												
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE												
<b>PROPERTY NUMBERS Total: 3</b>													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:20%;">Property Type</th> <th style="width:20%;">Number</th> <th style="width:60%;">Word Mark</th> </tr> </thead> <tbody> <tr> <td>Serial Number:</td> <td>77805096</td> <td></td> </tr> <tr> <td>Serial Number:</td> <td>77805087</td> <td>ELATIONS</td> </tr> <tr> <td>Registration Number:</td> <td>3557990</td> <td>ELATIONS</td> </tr> </tbody> </table>	Property Type	Number	Word Mark	Serial Number:	77805096		Serial Number:	77805087	ELATIONS	Registration Number:	3557990	ELATIONS	
Property Type	Number	Word Mark											
Serial Number:	77805096												
Serial Number:	77805087	ELATIONS											
Registration Number:	3557990	ELATIONS											
<b>CORRESPONDENCE DATA</b>													
Fax Number:	(614)464-1737												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
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												
<b>NAME OF SUBMITTER:</b>	Nicolette R. Hudson												

OP \$90.00 77805096

**900179630**

**TRADEMARK  
 REEL: 004440 FRAME: 0323**

Signature:	/nicolette r hudson/
Date:	12/23/2010
Total Attachments: 7 source=confirmation#page1.tif source=confirmation#page2.tif source=The Elations Company LLC Merger#page1.tif source=The Elations Company LLC Merger#page2.tif source=The Elations Company LLC Merger#page3.tif source=The Elations Company LLC Merger#page4.tif source=The Elations Company LLC Merger#page5.tif	

<b>TRADEMARK ASSIGNMENT</b>
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Electronic Version v1.1

Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	MERGER		
<b>EFFECTIVE DATE:</b>	12/13/2008		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Elations Company		12/13/2008	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Elations Company		
<b>Street Address:</b>	4747 Lake Forest Drive		
<b>City:</b>	Cincinnati		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45242		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77805096		
<b>Serial Number:</b>	77805087	ELATIONS	
<b>Registration Number:</b>	3557990	ELATIONS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(614)464-1737		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	614-464-1211		
<b>Email:</b>	nhudson@fbtlaw.com		
<b>Correspondent Name:</b>	Nicolette Hudson, Frost Brown Todd LLC		

TRADEMARK

REEL: 004440 FRAME 0325

<b>Address Line 1:</b> 10 W. Broad Street	
<b>Address Line 2:</b> Suite 2300	
<b>Address Line 4:</b> Columbus, OHIO 43215	
<b>NAME OF SUBMITTER:</b>	Nicolette R. Hudson
<b>Signature:</b>	/nicolette r hudson/
<b>Date:</b>	12/09/2010
<b>Total Attachments: 1</b> source=The Elations Company LLC Merger#page1.tif	
<b>RECEIPT INFORMATION</b>	
<b>ETAS ID:</b>	TM189098
<b>Receipt Date:</b>	12/09/2010
<b>Fee Amount:</b>	\$90

TRADEMARK

REEL: 004440 FRAME: 0326

# Delaware

PAGE 1

*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.

4059587 8100V

101079975

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 8350416

DATE: 11-12-10

TRADEMARK  
REEL: 004440 FRAME: 0327

**CERTIFICATE OF CONVERSION  
OF  
THE ELATIONS COMPANY  
(a Delaware corporation)  
INTO  
THE ELATIONS COMPANY LLC  
(a Delaware limited liability company)**


Pursuant to Section 18-214 of the Delaware Limited Liability Company Act, the undersigned company executed the following Certificate of Conversion:

1. The corporation was formed under the jurisdiction of the State of Delaware.
2. The jurisdiction immediately prior to filing this Certificate is Delaware.
3. The date the corporation first formed is November 14, 2005.
4. The name of the corporation immediately prior to filing this Certificate is The Elations Company.
5. The name of the limited liability company as set forth in the Certificate of Formation is The Elations Company LLC.
6. The Conversion shall be effective as of 11:59 p.m. EST on December 31, 2008.

Dated: December 30, 2008

**IN WITNESS WHEREOF**, the undersigned has executed this Certificate of Conversion  
as of the date set forth above.

THE ELATIONS COMPANY

By:   
Name: William Schumacher  
Title: Vice President, Treasurer and  
Secretary

# Delaware

PAGE 2

*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 CERTIFICATE OF FORMATION OF "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 FORMATION IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2008, AT 11:59 O'CLOCK P.M.

4059587 8100V

101079975

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 8350416

DATE: 11-12-10

TRADEMARK  
REEL: 004440 FRAME: 0330



**CERTIFICATE OF FORMATION**

**OF**

**THE ELATIONS COMPANY LLC**

\* \* \*

This Certificate of Formation of The Elations Company LLC (the "Company"), is being executed and filed by the undersigned, as an authorized person, for the purpose of forming a limited liability company under the Delaware Limited Liability Company Act.

1. The name of the limited liability company is The Elations Company LLC.
2. The Company's registered office in the State of Delaware is located at Corporation Trust Center, 1209 Orange Street, Wilmington, Delaware 19801, County of New Castle. The registered agent of the Company for service of process at such address is The Corporation Trust Company.
3. This Certificate of Formation shall become effective as of 11:59 p.m. EST on December 31, 2008.

**IN WITNESS WHEREOF**, the undersigned has executed this Certificate of Formation as of the 30th day of December, 2008.

/s/ Bernard S. Kramer  
Bernard S. Kramer  
Authorized Person