

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	conversion and change of name		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Going, Inc.		06/30/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Going LLC		
Street Address:	8 Winter Street, 6th Floor		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02108		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	77907756	GOING	
Serial Number:	77907753	GOING	
Registration Number:	3222287	HEYLETSO	
Registration Number:	3227450	HEYLETSO	
Registration Number:	3212986	HEYLETSO	
Registration Number:	3840623	GOING	
Registration Number:	3578470	GOING	
CORRESPONDENCE DATA			
Fax Number:	(202)857-6395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-857-8977		
Email:	bush.douglas@arentfox.com		
Correspondent Name:	Douglas R. Bush		
Address Line 1:	1050 Connecticut Avenue NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		

OP \$190.00 77907756

ATTORNEY DOCKET NUMBER:	019428.14928
NAME OF SUBMITTER:	Douglas R. Bush
Signature:	/D. R. Bush/
Date:	07/29/2011
Total Attachments: 2 source=GOING, INC. DE - CERTIFICATE OF CONVERSION-DE-#page1.tif source=GOING, INC. DE - CERTIFICATE OF CONVERSION-DE-#page2.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 "GOING, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "GOING, INC." TO "GOING LLC", FILED IN THIS OFFICE ON THE THIRTIETH DAY OF JUNE, A.D. 2011, AT 4:03 O'CLOCK P.M.

4130506 8100V

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Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8877672

DATE: 07-01-11

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

TRADEMARK
REEL: 004594 FRAME: 0050

**CERTIFICATE OF CONVERSION
TO LIMITED LIABILITY COMPANY**

OF

GOING, INC.

TO

GOING LLC

The undersigned, being an authorized person in accordance with Section 18-204 of the Delaware Limited Liability Company Act, for the purpose of converting Going, Inc. (the "Corporation") from a corporation to a limited liability company pursuant to Section 18-214 of the Delaware Limited Liability Company Act, does hereby certify that:

1. The Corporation was first incorporated under the laws of the State of Delaware on March 23, 2006.
2. The name of the Corporation immediately prior to filing this Certificate of Conversion is Going, Inc., and its jurisdiction immediately prior to filing this Certificate of Conversion is the State of Delaware.
3. The name of the Delaware limited liability company into which the Corporation shall be converted, as set forth in its Certificate of Formation filed in accordance with Section 18-214(b) of the Delaware Limited Liability Company Act, is Going LLC.
4. The conversion of the Corporation to Going LLC has been approved and adopted in accordance with the provisions of Sections 228 and 266 of the General Corporation Law of the State of Delaware.
5. The conversion shall be effective upon the filing of this Certificate of Conversion to Limited Liability Company and a certificate of formation with the Secretary of State of the State of Delaware.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion on the 30th day of June, 2011.

By: 
Name: Michael Howson
Title: Assistant Secretary