

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	12/31/2008		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Elations Company		12/31/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Elations Company LLC		
Street Address:	10300 Alliance Road, Suite 500		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45242		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2626568	ELATIONS	
CORRESPONDENCE DATA			
Fax Number:	(513)651-6981		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	513-651-6800		
Email:	trademarks@fbtlaw.com		
Correspondent Name:	Frost Brown Todd LLC c/o Monica L. Dias		
Address Line 1:	2200 PNC Center, 201 East Fifth Street		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	106281/580593		
NAME OF SUBMITTER:	Monica L. Dias		
Signature:	/monica l dias/		

OP \$40.00 2626568

Date:

08/09/2011

Total Attachments: 5

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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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8350416

DATE: 11-12-10

TRADEMARK
REEL: 004440 FRAME: 0327

TRADEMARK
REEL: 004600 FRAME: 0794

State of Delaware
Secretary of State
Division of Corporations
Delivered 06:58 PM 12/30/2008
FILED 06:58 PM 12/30/2008
SRV 081241385 - 4059587 FILE

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

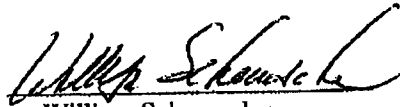
Pursuant to Section 18-214 of the Delaware Limited Liability Company Act, the undersigned company executed the following Certificate of Conversion:

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.

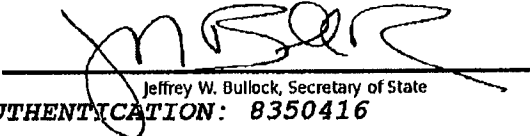
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF FORMATION IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2008, AT 11:59 O'CLOCK P.M.

4059587 8100V

101079975

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8350416

DATE: 11-12-10

TRADEMARK
REEL: 004440 FRAME: 0330

TRADEMARK
REEL: 004600 FRAME: 0797

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

CHI99 5067118-1.071883.0010

RECORDED: 12/23/2010

RECORDED: 08/09/2011

TRADEMARK
REEL: 004440 FRAME: 0331

TRADEMARK
REEL: 004600 FRAME: 0798