

## 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
Marketing Evolution, LLC		04/04/2006	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Marketing Evolution, Inc		
Street Address:	4364 Town Center Blvd		
Internal Address:	Suite 320		
City:	El Dorado Hills		
State/Country:	CALIFORNIA		
Postal Code:	95762		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4026817	ROMO	
Registration Number:	4070848	MATTERHORN	
CORRESPONDENCE DATA			
Fax Number:	5128538801		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	512-853-8800		
Email:	ebmpto@intprop.com		
Correspondent Name:	Eric B. Meyertons		
Address Line 1:	1120 S. Capitol of Texas Hwy.		
Address Line 2:	Bldg. 2, Suite 300		
Address Line 4:	Austin, TEXAS 78746		
ATTORNEY DOCKET NUMBER:	6047-00200; 00600		
NAME OF SUBMITTER:	Eric B. Meyertons		

CH \$65.00 4026817

Signature:	/Eric B. Meyertons/
Date:	05/02/2012
Total Attachments: 5 source=Certificate of Conversion#page2.tif source=Certificate of Conversion#page3.tif source=Certificate of Conversion#page4.tif source=Certificate of Conversion#page5.tif source=Certificate of Conversion#page6.tif	

# Delaware

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*The First State*

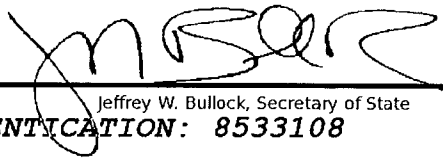
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE LIMITED LIABILITY COMPANY UNDER THE NAME OF "MARKETING EVOLUTION, LLC" TO A DELAWARE CORPORATION, CHANGING ITS NAME FROM "MARKETING EVOLUTION, LLC" TO "MARKETING EVOLUTION, INC.", FILED IN THIS OFFICE ON THE FOURTH DAY OF APRIL, A.D. 2006, AT 12:21 O'CLOCK P.M.

3708388 8100V

110098677

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: 8533108

DATE: 02-01-11

TRADEMARK

REEL: 004770 FRAME: 0294

STATE OF DELAWARE  
CERTIFICATE OF CONVERSION  
FROM A LIMITED LIABILITY COMPANY TO A  
CORPORATION PURSUANT TO SECTION 265 OF  
THE DELAWARE GENERAL CORPORATION LAW

- 1.) The jurisdiction where the Limited Liability Company first formed is Delaware.
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware.
- 3.) The date the Limited Liability Company was first formed is September 25, 2003.
- 4.) The name of the Limited Liability Company immediately prior to filing this Certificate is Marketing Evolution, LLC.
- 5.) The name of the Corporation as set forth in the Certificate of Incorporation is Marketing Evolution, Inc.

IIN WITNESS WHEREOF, the undersigned being duly authorized to sign on behalf of the converting Limited Liability Company have executed this Certificate on the 4th day of April, 2006.

By: /s/ Brooke Campbell

Name: Brooke Campbell  
Print or Type

Title: Secretary  
Print or Type

# Delaware

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*The First State*

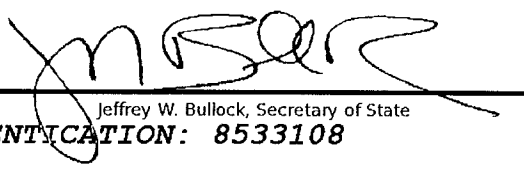
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF INCORPORATION OF "MARKETING EVOLUTION, INC." FILED IN THIS OFFICE ON THE FOURTH DAY OF APRIL, A.D. 2006, AT 12:21 O'CLOCK P.M.



3708388 8100V

110098677

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: 8533108

DATE: 02-01-11

TRADEMARK  
REEL: 004770 FRAME: 0296

CERTIFICATE OF INCORPORATION

OF

MARKETING EVOLUTION, INC.

FIRST: The name of the corporation is:

**Marketing Evolution, Inc.**

SECOND: The address of its registered office in the State of Delaware is 1209 Orange Street in the City of Wilmington, County of New Castle. The name of its registered agent at such address is The Corporation Trust Company.

THIRD: The nature of the business or purposes to be conducted or promoted is to engage in any lawful act or activity for which corporations may be organized under the General Corporation Law of Delaware.

FOURTH: The corporation is authorized to issue one class of stock, to be designated "Common Stock," with a par value of \$0.001 per share. The total number of shares of Common Stock that the corporation shall have authority to issue is Ten Million (10,000,000) shares.

FIFTH: The business and affairs of the corporation shall be managed by or under the direction of the Board of Directors. In addition to the powers and authority expressly conferred upon them by statute or by this Certificate of Incorporation or the Bylaws of the corporation, the directors are hereby empowered to exercise all such powers and do all such acts and things as may be exercised or done by the corporation. Election of directors need not be by written ballot, unless the Bylaws so provide.

SIXTH: The Board of Directors is authorized to make, adopt, amend, alter or repeal the Bylaws of the corporation. The stockholders shall also have power to make, adopt, amend, alter or repeal the Bylaws of the corporation.

SEVENTH: The name and mailing address of the incorporator is:

Brooke Campbell  
CSP Group LLC  
1201 Silver Hill Drive  
Austin, Texas 78746

EIGHTH: To the fullest extent permitted by the Delaware General Corporation Law, as the same exists or may hereafter be amended, a director of the corporation shall not be personally liable to the corporation or its stockholders for monetary damages for breach of fiduciary duty as a director. Any repeal or modification of the foregoing provisions of this Article EIGHTH by the stockholders of the corporation shall not adversely affect any right or protection of a director of the corporation existing at the time of, or increase the liability of any director of the corporation with respect to any acts or omissions occurring prior to, such repeal or modification.

THE UNDERSIGNED, being the incorporator hereinbefore named, for the purpose of forming a corporation pursuant to the General Corporation Law of Delaware, does make this certificate, hereby declaring and certifying that this is my act and deed and the facts herein stated are true, and accordingly have hereunto set my hand this 30th day of March, 2006.

/s/ Brooke Campbell  
Brooke Campbell, Incorporator