

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Conversion		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Experient Holding Company Inc.		04/27/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Experient Inc.		
Street Address:	1375 North Highway Drive		
City:	Fenton		
State/Country:	MISSOURI		
Postal Code:	63099		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	2198220	CONFERON	
Registration Number:	2486084	OUR CLIENTS MEET WITH SUCCESS	
Registration Number:	3023957	EXPOCONNECT	
Registration Number:	3740350	EVENTXL	
Serial Number:	77120073	CONNEXUS	
Registration Number:	3719002	EXPOCARD	
Registration Number:	2721582	MEET WITH SUCCESS	
Registration Number:	2794712	CONFERONLINE	
Registration Number:	2995209	E	
Registration Number:	3001545	C	
Registration Number:	3369206	PERFECTING THE EVENT EXPERIENCE	
Registration Number:	3196111	EXHIBITION EXCELLENCE	
Registration Number:	3279614	SMARTEVENT	
Registration Number:	3279615	SMARTEVENT	

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Registration Number:	3596656	EVENTRFID
Serial Number:	78923769	EXPERIENT

CORRESPONDENCE DATA

Fax Number: 3146673633

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 314-552-6000

Email: ipdocket@thompsoncoburn.com

Correspondent Name: Steven M. Ritchey

Address Line 1: One US Bank Plaza

Address Line 4: St. Louis, MISSOURI 63101

ATTORNEY DOCKET NUMBER:	4720-102843
NAME OF SUBMITTER:	Steven M. Ritchey
Signature:	/Steven M. Ritchey/
Date:	05/04/2012

Total Attachments: 5

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STATE OF MISSOURI



Robin Carnahan
Secretary of State

CERTIFICATE OF CONVERSION

WHEREAS,

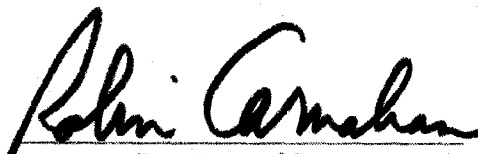
Experient Inc.
01223508

Filed Articles of Conversion with this office on April 26, 2012 and that filing was found to conform To the Missouri General Business Corporation Act.

NOW, THEREFORE, I, ROBIN CARNAHAN, Secretary of State of the State of Missouri, by the virtue of the authority vested in me by law, do certify and declare that on the 26th day of April, 2012, the above entity is a General Business, organized in this state and entitled to any rights granted to Missouri General Business Corporations.

IN TESTIMONY WHEREOF, I hereunto set my hand and cause to be affixed the GREAT SEAL of the State of Missouri.
Done at the City of Jefferson, this 26th day of April, 2012.

Effective Date: April 27, 2012


Secretary of State



File Number:

01223508

Date Filed: 04/26/2012

Effective Date: 04/27/2012

Robin Carnahan

Secretary of State

CERTIFICATE OF CONVERSION

The Honorable Robin Carnahan
Secretary of State
State of Missouri
P. O. Box 778
Jefferson City, Missouri 65102

Pursuant to the provisions of The General and Business Corporation Law of Missouri, the undersigned corporation certifies the following:

1. The converting corporation is Experient Inc., an Ohio corporation. The converting corporation was first created on November 22, 1999 under the name Conferon, Inc.
2. The name of the converting corporation immediately prior to the filing of this Certificate of Conversion was Experient, Inc.
3. The name of the converting corporation, as set forth in its Missouri Articles of Incorporation attached hereto as Exhibit A, is Experient Inc.
4. This Certificate of Conversion has been approved in the manner provided for by the governing documents of Experient, Inc. and the laws of both Ohio and Missouri.
5. The effective date of this Certificate of Conversion shall be April 27, 2012.

[Signature Page Follows]

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State of Missouri
Conversion - General Business - Domestic 5 Page(s)




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TRADEMARK
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IN AFFIRMATION THEREOF, the facts stated above are true and correct. The undersigned understands that false statements made in this filing are subject to the penalties provided under Section 575.040 of the Missouri Revised Statutes.

Dated this 26th day of April, 2012.

EXPERIENT INC.

By 

Steven M. Gallant, Assistant Secretary

Exhibit A

Articles of Incorporation

5527420.1

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TRADEMARK
REEL: 004773 FRAME: 0390

**ARTICLES OF INCORPORATION
OF
EXPERIENT INC.**

The undersigned natural person of the age of eighteen (18) years or more, for the purpose of forming a corporation under The General and Business Corporation Law of Missouri, adopts the following Articles of Incorporation:

ARTICLE I

The name of the Corporation is Experient Inc. (the "Corporation").

ARTICLE II

The address, including street and number, of the Corporation's initial registered office in this State is 1375 North Highway Drive, Fenton, Missouri 63099, and the name of its initial registered agent at such address is Richard T. Ramos.

ARTICLE III

The aggregate number, class and par value of shares which the Corporation shall have authority to issue is one hundred (100) shares of Common Stock, no par value.

ARTICLE IV

The name and place of business of the incorporator is Steven M. Gallant, 1375 North Highway Drive, Fenton, Missouri 63099.

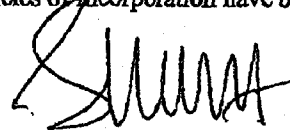
ARTICLE V

The duration of the Corporation is perpetual.

ARTICLE VI

The Corporation is formed to engage in any lawful business within the State of Missouri or any other jurisdiction.

IN WITNESS WHEREOF, these Articles of Incorporation have been signed this 16 day of April, 2012.



Steven M. Gallant, Incorporator

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