

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
Search Optics, Inc.		10/01/2012	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Search Optics, LLC		
Street Address:	4445 Eastgate Mall, Suite 320		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92121		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3608828	SEARCH OPTICS	
Registration Number:	3618903	SEARCH OPTICS INTERACTIVE MARKETING SOLUTIONS	
Registration Number:	4079077	SMARTER SOLUTIONS - BETTER RESULTS	
Registration Number:	3749056	VIRTUAL SHOWROOM	
Registration Number:	3659294	YOU CAN'T CLOSE A CLICK	
CORRESPONDENCE DATA			
Fax Number:	9494754754		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	949-451-3800		
Email:	skann@gibsondunn.com		
Correspondent Name:	Stephanie S. Kann, Senior Paralegal		
Address Line 1:	3161 Michelson Drive		
Address Line 2:	Gibson, Dunn & Crutcher LLP		
Address Line 4:	Irvine, CALIFORNIA 92612		

CH \$140.00 3608828

ATTORNEY DOCKET NUMBER:	89969-00002
NAME OF SUBMITTER:	Stephanie S. Kann
Signature:	/stephanie s. kann/
Date:	11/15/2012
Total Attachments: 2 source=Search OpticsConversiondoc#page1.tif source=Search OpticsConversiondoc#page2.tif	

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State of California Secretary of State

LLC-1A

File #

ENDORSED - FILED in the office of the Secretary of State of the State of California

OCT 01 2012

Limited Liability Company Articles of Organization - Conversion

IMPORTANT - Read all instructions before completing this form.

This Space For Filing Use Only

Converted Entity Information

- 1. NAME OF LIMITED LIABILITY COMPANY... Search Optics, LLC
2. THE PURPOSE OF THE LIMITED LIABILITY COMPANY IS TO ENGAGE IN ANY LAWFUL ACT OR ACTIVITY FOR WHICH A LIMITED LIABILITY COMPANY MAY BE ORGANIZED UNDER THE BEVERLY-KILLEA LIMITED LIABILITY COMPANY ACT.
3. THE LIMITED LIABILITY COMPANY WILL BE MANAGED BY... ALL LIMITED LIABILITY COMPANY MEMBER(S)
4. MAILING ADDRESS OF THE CHIEF EXECUTIVE OFFICE... San Diego CA 92121
5. NAME OF AGENT FOR SERVICE OF PROCESS... Troy Smith
6. IF AN INDIVIDUAL, ADDRESS OF AGENT FOR SERVICE OF PROCESS IN CA... San Diego CA 92121
7. MAILING ADDRESS OF AGENT FOR SERVICE OF PROCESS... San Diego CA 92121
8. THE MAILING ADDRESS OF THE AGENT FOR SERVICE OF PROCESS IS THE SAME AS THE AGENT'S BUSINESS OR RESIDENTIAL ADDRESS IN ITEM 6.

Converting Entity Information

- 8. NAME OF CONVERTING ENTITY... Search Optics Inc.
9. FORM OF ENTITY... Corporation
10. JURISDICTION... California
11. CA SECRETARY OF STATE FILE NUMBER, IF ANY... C2594988
12. THE PRINCIPAL TERMS OF THE PLAN OF CONVERSION WERE APPROVED BY A VOTE OF THE NUMBER OF INTERESTS OR SHARES OF EACH CLASS THAT EQUALED OR EXCEEDED THE VOTE REQUIRED... Common stock - 88.8 shares 50.1%

Additional Information

- 13. ADDITIONAL INFORMATION SET FORTH ON THE ATTACHED PAGES, IF ANY, IS INCORPORATED HEREIN BY THIS REFERENCE AND MADE A PART OF THIS CERTIFICATE.
14. I CERTIFY UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA THAT THE FOREGOING IS TRUE AND CORRECT OF MY OWN KNOWLEDGE.

October 1, 2012 DATE

Troy Smith SIGNATURE OF AUTHORIZED PERSON

Troy Smith, President TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON

Dennis Fuller SIGNATURE OF AUTHORIZED PERSON

Dennis Fuller, Treasurer TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON



I hereby certify that the foregoing transcript of 7 page(s) is a full, true and correct copy of the original record in the custody of the California Secretary of State's office.

OCT 08 2012

Date: FS

Debra Bowen
DEBRA BOWEN, Secretary of State

TRADEMARK

REEL: 004901 FRAME: 0803