# 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

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

via US Mail.

Phone: 949-451-3800

skann@gibsondunn.com Email:

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

REEL: 004901 FRAME: 0800

**TRADEMARK** 

| 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 |                     |  |

TRADEMARK
REEL: 004901 FRAME: 0801

LLC-1A



## State of California Secretary of State

201228210171

### **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 NAME OF LIMITED LIABILITY COMPANY (End the name with the words "Limited Liability Company," or the abbreviations "LLC" or "L.L.C." The words "Limited" and "Company" may be abbreviated to "Ltd," and "Co.," respectively.) THE PURPOSE OF THE LIMITED LIABILTY 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. THE LIMITED LIABILITY COMPANY WILL BE MANAGED BY (Check only one) MORE THAN ONE MANAGER ALL LIMITED LIABILITY COMPANY MEMBER(S) 4. MAILING ADDRESS OF THE CHIEF EXECUTIVE OFFICE CITY STATE ZIP CODE 4445 Easigate Mall, Sulte 320 San Diego 92121 NAME OF AGENT FOR SERVICE OF PROCESS (Item 5: Enter the name of the agent for service of process. The agent may be an individual residing in California or a corporation that has filed a certificate pursuant to California Corporations Code section 1505. Item 6: If the agent is an individual, enter the egent's business or residential address in California, Item 7: If the converting entity is a California limited purthership, enter the mailing address of the individual or corporate agent. Check the box and omit the mailing address if the agent's mailing address is the same as the address in item 6.) 6. IF AN INDIVIDUAL, ADDRESS OF AGENT FOR SERVICE OF PROCESS IN CA CITY STATE ZIP CODE 4445 Eastgate Mall, Suite 320 CA San Diego 92121 7. MAILING ADDRESS OF AGENT FOR SERVICE OF PROCESS CITY STATE ZIP CODE THE MAILING ADDRESS OF THE AGENT FOR BERVICE OF PROCESS 19 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 10. JURISDICTION 11. CA SECRETARY OF STATE FILE NUMBER, IF ANY Compretion California 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. IF A VOTE WAS REQUIRED, PROVIDE THE FOLLOWING FOR EACH CLASS: STATE THE CLASS AND NUMBER OF OUTSTANDING INTERESTS ENTITLED TO VOTE AND THE PERCENTAGE VOTE REQUIRED OF EACH CLASS Common stock - 88.9 shares 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 CENTIFICATE 14. I CERTIFY UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALLFORNIA THAT THE FOREGOING IS TRUE AND CORRECT OF MY OWN KNOWLEDGE. I DECLARE I AM THE PERSON WHO EXECUTED THIS INSTRUMENT, WHICH EXECUTION IS MY ACT AND DEED. October 1, 2012 DATE Troy Smith, President SIGNATURE DI RIZED PERSON TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON Dennis Fuller, Treasurer TIZED PERSON TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON LLC-1A (REV 04/2010) APPROVED BY SECRETARY OF STATE

> TRADEMARK REEL: 004901 FRAME: 0802-

I hereby certify that the foregoing transcript of 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:

DEBRA BOWEN, Secretary of State

TRADEMARK
REEL: 004901 FRAME: 0803

**RECORDED: 11/15/2012**