

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
GraphEffect, Inc.		06/13/2013	CORPORATION:

RECEIVING PARTY DATA

Name:	Shift Labs Inc.
Street Address:	1447 Cloverfield Blvd. Suite 101
City:	Santa Monica
State/Country:	CALIFORNIA
Postal Code:	90404
Entity Type:	CORPORATION: DISTRICT OF COLUMBIA

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Serial Number:	85543967	AUDIENCERANK
Serial Number:	85543968	GRAPHBOT
Serial Number:	85235538	GRAPHEFFECT
Serial Number:	85235579	GRAPHEFFECT
Serial Number:	85601668	INSIGHT RANK
Serial Number:	85595389	REACHBOOST
Serial Number:	85595388	REACHRANK
Serial Number:	85543959	SMARTBOOST
Serial Number:	85543966	STORY DISCOVERY
Serial Number:	85543972	STORY DISCOVERY ENGINE
Serial Number:	85543974	STORY ECONOMY
Serial Number:	85543970	STORY MANAGEMENT
Serial Number:	85543960	STORYBOOST
Serial Number:	85543963	STORYRANK

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Serial Number:	85601638	VIRAL BOOST
Serial Number:	85601627	VIRAL RANK
Serial Number:	85775786	SHIFT
Serial Number:	85775791	SHIFT.COM
Serial Number:	85875371	OPEN MARKETING CLOUD

**CORRESPONDENCE DATA**

Fax Number: 2028427899  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: (310) 883-6427  
Email: trademarks@cooley.com  
Correspondent Name: John Paul Oleksiuk  
Address Line 1: 1299 Pennsylvania Avenue, Suite 700  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

ATTORNEY DOCKET NUMBER:	317846-20000
NAME OF SUBMITTER:	Sheri Corallo
Signature:	/Sheri Corallo/
Date:	06/14/2013

Total Attachments: 3  
source=Grapheffect\_Inc\_amendment\_to\_charter\_(name\_change\_to\_Shift\_Labs\_Inc\_)#page1.tif  
source=Grapheffect\_Inc\_amendment\_to\_charter\_(name\_change\_to\_Shift\_Labs\_Inc\_)#page2.tif  
source=Grapheffect\_Inc\_amendment\_to\_charter\_(name\_change\_to\_Shift\_Labs\_Inc\_)#page3.tif

# Delaware

PAGE 1

*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "GRAPHEFFECT, INC.", CHANGING ITS NAME FROM "GRAPHEFFECT, INC." TO "SHIFT LABS INC.", FILED IN THIS OFFICE ON THE FOURTEENTH DAY OF JUNE, A.D. 2013, AT 11:47 O'CLOCK A.M.

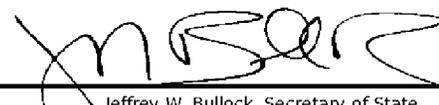
A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.

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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: 0512745

DATE: 06-14-13

TRADEMARK  
REEL: 005047 FRAME: 0844

**CERTIFICATE OF AMENDMENT  
TO THE AMENDED AND RESTATED  
CERTIFICATE OF INCORPORATION OF  
GRAPHEFFECT, INC.**

GraphEffect, Inc., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware, does hereby certify:

FIRST: The name of the corporation is GraphEffect, Inc. (the "Corporation").

SECOND: The Board of Directors of the Corporation, acting in accordance with the provisions of Sections 141 and 242 of the General Corporation Law of the State of Delaware, adopted resolutions to amend the Amended and Restated Certificate of Incorporation of the Corporation as follows:

Article I is hereby amended and restated in its entirety to read as follows:

"The name of this corporation is Shift Labs Inc. (the "Corporation")."

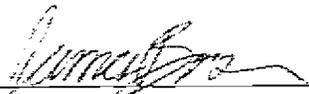
THIRD: The foregoing amendment of the Corporation's Amended and Restated Certificate of Incorporation has been duly adopted by the Corporation's stockholders in accordance with the provisions of Section 228 and 242 of the General Corporation Law of the State of Delaware.

FOURTH: This amendment to the Corporation's Amended and Restated Certificate of Incorporation shall be effective on and as of the date of filing of this Certificate of Amendment with the Secretary of State of the State of Delaware.

[Signature Page Follows]

IN WITNESS WHEREOF, GraphEffect, Inc. has caused this Certificate of Amendment to be signed by the undersigned, thereunto duly appointed, this 13th day of June, 2013.

GRAPHEFFECT, INC.

  
\_\_\_\_\_  
James Borow  
President