# TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

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|---|---|
| SUBMISSION TYPE: | CORRECTIVE ASSIGNMENT |
| NATURE OF CONVEYANCE: | Corrective Assignment to correct the Entity Type previously recorded on Reel 005047 Frame 0842. Assignor(s) hereby confirms the Entity Type should be Delaware for both Conveying Party and Receiving Party. |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---|---|---|---|
| GraphEffect, Inc. | | 06/13/2013 | CORPORATION: DELAWARE |

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: DELAWARE |

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 |

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|---|---|---|
| Serial Number: | 85543963 | STORYRANK |
| 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, Cooley LLP

Address Line 1: 1299 Pennsylvania Avenue, Suite 700

Address Line 4: Washington, DISTRICT OF COLUMBIA 20004


| | |
|---|---|
| ATTORNEY DOCKET NUMBER: | 268889-275 |
| NAME OF SUBMITTER: | Sheri Corallo |
| Signature: | /Sheri Corallo/ |
| Date: | 06/24/2013 |

Total Attachments: 3

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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



*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.

Jeffrey W. Bullock, Secretary of State

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130776757

AUTHENTICATION: 0512745

DATE: 06-14-13

You may verify this certificate online at corp.delaware.gov/authver.shtml

State of Delaware
Secretary of State
Division of Corporations
Delivered 11:54 AM 06/14/2013
FILED 11:47 AM 06/14/2013
SRV 130776757 - 4776108 FILE

# 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]



TRADEMARK
REEL: 005055 FRAME: 0302

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

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