

## 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
IDEO LLC		09/13/2013	LIMITED LIABILITY COMPANY: MICHIGAN
RECEIVING PARTY DATA			
Name:	IDEO LP		
Street Address:	700 High Street		
City:	Palo Alto		
State/Country:	CALIFORNIA		
Postal Code:	94301		
Entity Type:	LIMITED PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3449543	IDEO	
Registration Number:	2329001	IDEO	
Registration Number:	3554234	IDEO	
Registration Number:	3554233	IDEO	
Registration Number:	3440818	IDEO	
CORRESPONDENCE DATA			
Fax Number:	5102952401		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	510-841-9800		
Email:	trademarks@cobaltlaw.com		
Correspondent Name:	Tsan Abrahamson		
Address Line 1:	918 Parker Street		
Address Line 2:	Building A21		
Address Line 4:	Berkeley, CALIFORNIA 94710		

CH \$140.00 3449543

ATTORNEY DOCKET NUMBER:	IDEO NAME CHANGE
NAME OF SUBMITTER:	Gregory Soltys
Signature:	/Gregory Soltys/
Date:	10/02/2013
Total Attachments: 4 source=Certificate of Conversion (IDEO LLC to IDEO LP) (Delaware)#page1.tif source=Certificate of Conversion (IDEO LLC to IDEO LP) (Delaware)#page2.tif source=Certificate of Conversion (IDEO LLC to IDEO LP) (Delaware)#page3.tif source=Certificate of Conversion (IDEO LLC to IDEO LP) (Delaware)#page4.tif	

# Delaware

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*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A MICHIGAN LIMITED LIABILITY COMPANY UNDER THE NAME OF "IDEO LLC" TO A DELAWARE LIMITED PARTNERSHIP, CHANGING ITS NAME FROM "IDEO LLC" TO "IDEO LP", FILED IN THIS OFFICE ON THE THIRTEENTH DAY OF SEPTEMBER, A.D. 2013, AT 8:35 O'CLOCK A.M.

5398385 8100V

131085404



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 0733588

DATE: 09-13-13

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

TRADEMARK  
REEL: 005123 FRAME: 0529

STATE OF DELAWARE  
CERTIFICATE OF CONVERSION  
FROM A LIMITED LIABILITY COMPANY TO A  
LIMITED PARTNERSHIP PURSUANT TO  
SECTION 17-217 OF THE LIMITED PARTNERSHIP ACT

This Certificate of Conversion from a limited liability company to a limited partnership, dated as of September 13, 2013 (the "Certificate"), is being duly executed and filed by IDEO GP LLC, as general partner, to convert IDEO LLC, a Michigan limited liability company (the "Limited Liability Company"), to IDEO LP, a Delaware limited partnership (the "Limited Partnership"), pursuant to the Delaware Revised Uniform Limited Partnership Act (6 Del. C. §17-101, et seq.).

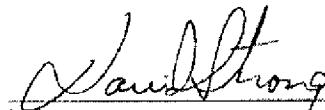
1. The jurisdiction where the Limited Liability Company was first formed is Michigan.
2. The Limited Liability Company's jurisdiction immediately prior to the filing of this Certificate is Michigan.
3. The date the Limited Liability Company was first formed is August 25, 2008.
4. The name of the Limited Liability Company immediately prior to the filing of this Certificate is IDEO LLC.
5. The name of the Limited Partnership as set forth in its certificate of limited partnership is IDEO LP.
6. The conversion of the Limited Liability Company to the Limited Partnership shall be effective upon the filing of this Certificate and a certificate of limited partnership with the Secretary of State of the State of Delaware.

IN WITNESS WHEREOF, the undersigned has executed this Certificate as of the date first written above.

GENERAL PARTNER:

IDEO GP LLC

By:

  
Name: DAVID STRONG  
Title: COO/CEO

# Delaware

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*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF LIMITED PARTNERSHIP OF "IDEO LP" FILED IN THIS OFFICE ON THE THIRTEENTH DAY OF SEPTEMBER, A.D. 2013, AT 8:35 O'CLOCK A.M.

5398385 8100V

131085404



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 0733588

DATE: 09-13-13

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TRADEMARK  
REEL: 005123 FRAME: 0531

CERTIFICATE OF LIMITED PARTNERSHIP

OF

IDEO LP

The undersigned, desiring to form a limited partnership pursuant to the Delaware Revised Uniform Limited Partnership Act, 6 Delaware Code, Chapter 17, does hereby certify as follows:

I. The name of the limited partnership is IDEO LP.

II. The address of the Partnership's registered office in the State of Delaware is c/o The Corporation Trust Company, Corporation Trust Center, 1209 Orange Street, Wilmington, County of New Castle, Delaware 19801. The name of the Partnership's registered agent for service of process in the State of Delaware at such address is The Corporation Trust Company.

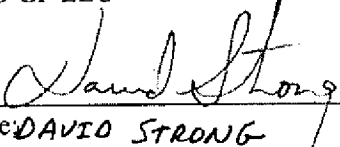
III. The name and mailing address of the sole general partner is as follows:

NAME	MAILING ADDRESS
IDEO GP LLC	IDEO GP LLC 700 High Street Palo Alto, California 94301

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Limited Partnership of IDEO LP as of this 13<sup>th</sup> day of September, 2013.

GENERAL PARTNER:

IDEO GP LLC

By:   
Name: DAVID STRONG  
Title: COO/CEO