

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
HOWSTUFFWORKS, INC.		07/18/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	HOWSTUFFWORKS, LLC
Street Address:	3350 Peachtree Road
Internal Address:	One Capital City Plaza, Suite 1500
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30326
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Serial Number:	85814842	STUFF GUIDE
Registration Number:	3483619	BRAINSTUFF
Registration Number:	3877680	GETSTUFF
Registration Number:	3491518	HOWSTUFFWORKS
Registration Number:	3483654	HOWSTUFFWORKS
Registration Number:	3491517	HOWSTUFFWORKS
Registration Number:	2501638	HOW STUFF WORKS
Registration Number:	2980912	HOW STUFF WORKS
Registration Number:	3706161	HOWSTUFFWORKS
Registration Number:	3811398	HOWSTUFFWORKS
Registration Number:	3706162	HOWSTUFFWORKS
Registration Number:	3498066	
Registration Number:	3398322	

OP \$415.00 85814842

Registration Number:	3608262	QUICKSTUFF
Registration Number:	3983155	STUFF YOU SHOULD KNOW
Registration Number:	3041016	STUFFO

**CORRESPONDENCE DATA**

Fax Number: 2028576395  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 202-857-6000  
 Email: tmdocket@arentfox.com, jim.mercurio@arentfox.com, natasha.farah@arentfox.com

Correspondent Name: Anthony V. Lupo  
 Address Line 1: 1717 K Street NW  
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20036-5342

ATTORNEY DOCKET NUMBER:	029961.00002
NAME OF SUBMITTER:	James J. Mercurio
Signature:	/jamesjmercurio/
Date:	01/29/2014

Total Attachments: 5  
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# 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 DELAWARE CORPORATION UNDER THE NAME OF "HOWSTUFFWORKS, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "HOWSTUFFWORKS, INC." TO "HOWSTUFFWORKS, LLC", FILED IN THIS OFFICE ON THE EIGHTEENTH DAY OF JULY, A.D. 2012, AT 5:04 O'CLOCK P.M.

3094576 8100V

120849446



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 9722054

DATE: 07-19-12

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

TRADEMARK  
REEL: 005203 FRAME: 0127

# 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 FORMATION OF "HOWSTUFFWORKS, LLC" FILED IN THIS OFFICE ON THE EIGHTEENTH DAY OF JULY, A.D. 2012, AT 5:04 O'CLOCK P.M.

3094576 8100V

120849446



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 9722054

DATE: 07-19-12

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

TRADEMARK  
REEL: 005203 FRAME: 0128

**CERTIFICATE OF CONVERSION TO LIMITED LIABILITY COMPANY  
OF HOWSTUFFWORKS, INC.  
TO HOWSTUFFWORKS, LLC**

This Certificate of Conversion to Limited Liability Company, dated as of July 18, 2012, is duly executed and filed by HowStuffWorks, Inc., a Delaware corporation (the "Company"), and Bruce L. Campbell, as an authorized person of HowStuffWorks, LLC, a Delaware limited liability company (the "LLC"), to convert the Company to the LLC, under the Delaware Limited Liability Company Act (6 Del. C. § 18-101, et seq.) and the General Corporation Law of the State of Delaware (8 Del. C. § 101, et seq.) (the "GCL").

1. The Company's name when it was originally incorporated prior to the filing of this Certificate of Conversion to Limited Liability Company was HowStuffWorks, Inc.
2. The Company filed its original certificate of incorporation with the Secretary of State of the State of Delaware and was first incorporated on September 9, 1999, in the State of Delaware, and was in good standing in the State of Delaware immediately prior to the filing of this Certificate of Conversion to Limited Liability Company.
3. The name of the LLC into which the Company shall be converted as set forth in its certificate of formation is HowStuffWorks, LLC.
4. The conversion of the Company to the LLC has been approved in accordance with the provisions of Section 266 of the GCL.

[SIGNATURE PAGE IMMEDIATELY FOLLOWS]

IN WITNESS WHEREOF, the undersigned have executed this Certificate of Conversion to Limited Liability Company as of the date first above written.

HOWSTUFFWORKS, INC.

By: BCW  
Bruce L. Campbell  
Chief Development Officer  
and General Counsel

HOWSTUFFWORKS, LLC

By: BCW  
Bruce L. Campbell  
Authorized Person of the LLC

**CERTIFICATE OF FORMATION  
OF  
HOWSTUFFWORKS, LLC**

The undersigned, an authorized person, for the purpose of forming a limited liability company (hereinafter referred to as the "Company"), under the provisions and subject to the requirements of the Delaware Limited Liability Company Act, hereby certifies that:

1. The name of the limited liability company formed hereby is HowStuffWorks, LLC.

2. The address of the registered office and the name and address of the registered agent of the Company required to be maintained by Section 18-104 of the Delaware Limited Liability Company Act is The Corporation Trust Company, Corporation Trust Center, 1209 Orange Street, Wilmington, County of New Castle, Delaware 19801.

Executed on July 18, 2012.

  
\_\_\_\_\_  
Bruce L. Campbell  
Authorized Person