

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Conversion

<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Collective Bias, LLC		03/12/2013	LIMITED LIABILITY COMPANY: MICHIGAN

<b>RECEIVING PARTY DATA</b>	
Name:	Collective Bias, Inc.
Street Address:	25200 Telegraph Road
Internal Address:	5th Floor
City:	Southfield
State/Country:	MICHIGAN
Postal Code:	48033
Entity Type:	CORPORATION: DELAWARE

<b>PROPERTY NUMBERS Total: 7</b>		
Property Type	Number	Word Mark
Serial Number:	85727968	SOFAB U
Registration Number:	4452391	AISLE SHARE
Registration Number:	4448846	CB SOCIALLY
Serial Number:	85736612	LUM
Registration Number:	4217753	COLLECTIVE BIAS
Registration Number:	3962469	THE WISDOM OF CONNECTED CROWDS
Registration Number:	3958573	SOCIAL FABRIC

<b>CORRESPONDENCE DATA</b>	
Fax Number:	2486493338
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	248-649-3333
Email:	smith@youngbasile.com

CH \$190.00 85727968

Correspondent Name: Molly B. Markley, c/o Young Basile PC  
Address Line 1: 3001 W. Big Beaver Road  
Address Line 2: Suite 624  
Address Line 4: Troy, MICHIGAN 48084-3107

ATTORNEY DOCKET NUMBER:	COLL-109
NAME OF SUBMITTER:	Molly B. Markley
Signature:	/Molly B. Markley/
Date:	02/28/2014

Total Attachments: 3  
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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 MICHIGAN LIMITED LIABILITY COMPANY UNDER THE NAME OF "COLLECTIVE BIAS, LLC" TO A DELAWARE CORPORATION, CHANGING ITS NAME FROM "COLLECTIVE BIAS, LLC" TO "COLLECTIVE BIAS, INC.", FILED IN THIS OFFICE ON THE TWELFTH DAY OF MARCH, A.D. 2013, AT 6:23 O'CLOCK P.M.


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

5301833 8100V

130305344



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: 0279949

DATE: 03-13-13

TRADEMARK  
REEL: 005227 FRAME: 0324

**CERTIFICATE OF CONVERSION**

of

**COLLECTIVE BIAS, LLC,  
a Michigan limited liability company**

converting to

**COLLECTIVE BIAS, INC.,  
a Delaware corporation**

**(Pursuant to Section 265 of the General Corporation Law of the State of Delaware)**

Collective Bias, LLC, a limited liability company organized and existing under and by virtue of Michigan Limited Liability Company Act, does hereby certify:

**FIRST:** That Collective Bias, LLC was originally formed on May 5, 2009, in the State of Michigan.

**SECOND:** That the name of the limited liability company immediately prior to the filing of this Certificate is Collective Bias, LLC.

**THIRD:** That Collective Bias, LLC does now desire to convert from a limited liability company to a corporation, pursuant to Section 265 of the General Corporation Law of the State of Delaware, to be named Collective Bias, Inc., as set forth in the Certificate of Incorporation filed with the Office of the Secretary of State of the State of Delaware contemporaneously herewith.

**FOURTH:** That, immediately upon the filing of (a) this Certificate of Conversion, and (b) the Certificate of Incorporation of Collective Bias, Inc. with the Office of the Secretary of State of the State of Delaware, the outstanding membership interests of Collective Bias, LLC, and all rights in respect thereof, shall, without any further action on the part of anyone, be canceled and extinguished and be converted into and represent and an aggregate of 1,765,000 shares of Collective Bias common stock, par value \$0.001 per share. No other cash, shares, securities or obligations will be distributed or issued upon conversion of the membership interests of Collective Bias, LLC.

*[Signature Page Follows]*

IN WITNESS WHEREOF, COLLECTIVE BIAS, LLC has caused this  
Certificate of Conversion to be executed as of the 12 th day of March, 2013.

COLLECTIVE BIAS, LLC

By:   
Name: Barry Brodsky  
Title: Manager

*[Collective Bias, LLC Certificate of Conversion]*