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# TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM299305

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Articles of Organization - Conversion

### **CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Lieberman Research Worldwide Inc.		12/31/2013	CORPORATION: CALIFORNIA

### **RECEIVING PARTY DATA**

Name:	Lieberman Research Worldwide, LLC	
Street Address:	1900 Avenue of the Stars	
Internal Address:	Suite 1550	
City:	Los Angeles	
State/Country:	CALIFORNIA	
Postal Code:	90067	
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA	

### **PROPERTY NUMBERS Total: 40**

PROPERTY NUMBERS Total: 40			
Property Type	Number	Word Mark	
Registration Number:	3407222	ACTIONABILITY SUITE	
Registration Number:	3494087	ACTIONABILITY WORKSHOPS	
Registration Number:	4221552	AD STICKINESS	
Serial Number:	86046143	APPLIED VIRTUAL REALITY	
Serial Number:	86046184	APPLIED VR	
Serial Number:	86046175	BIP	
Serial Number:	85896631	BPI	
Serial Number:	85896617	BRAND PROTEUS	
Serial Number:	85896625	BRAND PROTEUS IMPACT	
Registration Number:	4286334	BRANDS AS STEREOTYPES	
Registration Number:	3401724	CIA	
Registration Number:	3351351	EVOLUTION	
Registration Number:	4282424	IBID	
Serial Number:	85760754	IMPLICIT BRAND PERCEPTIONS	
Serial Number:	85760759	IMPLICIT BRAND POWER	
Registration Number:	4413435	IMPLICIT BRAND RESONANCE	
Serial Number:	85743557	IMPLICIT IDENTITY MAPPING	
Registration Number:	4209881	IMPLICT	
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Property Type	Number	Word Mark
Registration Number:	4285692	IMPLICIT BRAND IMAGE DECODER
Registration Number:	3522684	LIEBERMAN LEARNING LABS
Registration Number:	2575089	LIEBERMAN RESEARCH WORLDWIDE
Registration Number:	2465335	LRW
Registration Number:	4269720	LRW BRAND HEALTH OPTIMIZER
Registration Number:	4334997	PBSI
Serial Number:	85896656	PIT PERFORMANCE
Registration Number:	4210195	PRAGMATIC BRAIN SCIENCE
Registration Number:	4273508	PRAGMATIC BRAIN SCIENCE INSTITUTE
Registration Number:	4221551	PROMOTIONAL SALIENCE
Serial Number:	85896604	PROTEUS
Serial Number:	86008495	RAPID CHOICE
Registration Number:	4334957	RAPID CHOICE SUBCONSCIOUS ASSOCIATIONS
Registration Number:	4338799	RATIONAL BRAND PERCEPTIONS
Registration Number:	4334958	RCSA
Registration Number:	3372565	RELEVANT CLARITY
Registration Number:	3258231	SO WHAT?
Registration Number:	2631174	THE SCIENCE OF RESEARCH. THE ART OF PROB
Registration Number:	3354349	TURNING INSIGHT INTO IMPACT
Serial Number:	85896647	VIBE
Serial Number:	85896637	VIRTUAL BRAND EMBODIMENT
Registration Number:	4467487	VOICE IT

### **CORRESPONDENCE DATA**

**Fax Number:** 3125693491

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via

US Mail.

**Phone:** 3125691491

Email: IPDOCKETCHICAGO@dbr.com
Correspondent Name: Drinker Biddle & Reath LLP

Address Line 1: 191 North Wacker Drive, Suite 3700 Address Line 4: Chicago, ILLINOIS 60606-1698

ATTORNEY DOCKET NUMBER:	260520
NAME OF SUBMITTER:	Jeffrey T. Baravetto
SIGNATURE:	/jeffrey t. baravetto/
DATE SIGNED:	03/26/2014

**Total Attachments: 1** 

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# State of California Secretary of State

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LLC-1A

# **Limited Liability Company** Articles of Organization - Conversion

File#

FILED Secretary of State Day State of California

DEC 3 1 2013.

IMPORTANT — Read all instruction	. 1/6	This Space For Filling	Use Only		
Converted Entity Information					
Name of Limited Liability Company (Er "Limited" and "Company" may be abbreviate	nd the name with the words "Limited Lic ad to "Ltd." and "Co.," respectively.)	ability Company," or t	he abbreviations "LLC" or "	L,L,C." The words	
Lieberman Research Worldwide,					
The purpose of the limited liability cor organized under the Beverly-Killea Limi	npany is to engage in any lawful ted Liability Company Act.	act or activity for	which a limited liability	/ company may be	
3. The limited liability company will be man	naged by (check only one):	-		:	
One Manager	More Than One Manager	<b>∠</b> A	I Limited Liability Compa	any Member(s)	
4. Initial Street Address of Limited Liability	* *	City	State	Zlp Code	
1900 Avenue of the Stars, Su		Los Angeles		90067	
5. Initial Mailing Address of Limited Liabilit	y Company, if different from Item 4	1 City	State	Zip Code	
6. Name of initial Agent For Service of Process (Item 6: Enter the name of the agent for service of process. The agent may be an individual residing in California or a corporation that has filed a certificate pursuant to California Corporations Code section 1505. Item 7: If the agent is an individual, enter the agent's business or residential street address in CA. Do not list the address if the agent is a corporation. Item 8: If the converting entity is a CA firstled partnership, enter the mailing address of the agent, if different from Item 7, or if the agent is a corporation.) Corporation Service Company which will do business in California as CSC-Lawyers Incorporating Service					
7. If an Individual, Street Address of Ager		City	State CA	Zip Code	
B. Mailing Address of Agent for Service of	Process	Cliy	State	Zip Code	
Converting Entity Information	NO. SOCIETY OF THE PROPERTY OF	SONO CONTRACTOR OF THE PROPERTY OF THE PROPERT		,	
Name of Converting Entity     Lieberman Research Worlds	wide Inc.				
10. Form of Enlity corporation	11. Jurisdiction California	12. CA	Secretary of State File 1 C0689377	vumber, if any	
13. The principal terms of the plan of conver exceeded the vote required. If a vote wa	rsion were approved by a vote of the required, provide the following <u>f</u>	ne number of intere or each class;	ests or shares of each cl	ass that equaled or	
The class and number of outstanding	i interests entitled to vote.	AND The	e percentage vote regulre	d of each class.	
Common Stock 82.	.36		51%	•	
Additional Information	DECEMBER DE CONTRACTOR DE LA CONTRACTOR DE C	STATE OF THE PROPERTY OF THE P		Andrea and a superprison of the control of the cont	
14. Additional information set forth on the attached pages, if any, is incorporated herein by this reference and made part of this certificate.					
15. I certify under penalty of perjury that the which execution is my act and deed.	e contents of this document are tr	ue. I declare I am	the person who execut	ed this instrument,	
Arnold Fishman, Secretary					
Signature of Authorized Person  Type or Print Name and Title of Authorized Person					
Jun 6 16 M		EFFUET C		President	
Signature of Authorized Person	Туј	oe or Print Name an	d Title of Authorized Pers	on	

**TRADEMARK REEL: 005244 FRAME: 0556** 

APPROVED BY SECRETARY OF STATE

RECORDED: 03/26/2014

LLC-1A (REV 01/2013)