

<b>TRADEMARK ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM299305

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	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**

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

**PROPERTY NUMBERS Total: 40**

Property Type	Number	Word Mark
<b>Registration Number:</b>	3407222	ACTIONABILITY SUITE
<b>Registration Number:</b>	3494087	ACTIONABILITY WORKSHOPS
<b>Registration Number:</b>	4221552	AD STICKINESS
<b>Serial Number:</b>	86046143	APPLIED VIRTUAL REALITY
<b>Serial Number:</b>	86046184	APPLIED VR
<b>Serial Number:</b>	86046175	BIP
<b>Serial Number:</b>	85896631	BPI
<b>Serial Number:</b>	85896617	BRAND PROTEUS
<b>Serial Number:</b>	85896625	BRAND PROTEUS IMPACT
<b>Registration Number:</b>	4286334	BRANDS AS STEREOTYPES
<b>Registration Number:</b>	3401724	CIA
<b>Registration Number:</b>	3351351	EVOLUTION
<b>Registration Number:</b>	4282424	IBID
<b>Serial Number:</b>	85760754	IMPLICIT BRAND PERCEPTIONS
<b>Serial Number:</b>	85760759	IMPLICIT BRAND POWER
<b>Registration Number:</b>	4413435	IMPLICIT BRAND RESONANCE
<b>Serial Number:</b>	85743557	IMPLICIT IDENTITY MAPPING
<b>Registration Number:</b>	4209881	IMPLICIT

**TRADEMARK**

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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Limited Liability Company Articles of Organization - Conversion

LLC-1A File #

FILED Secretary of State State of California

DEC 31 2013

IMPORTANT - Read all instructions before completing this form.

This Space For Filing Use Only

Converted Entity Information

- 1. Name of Limited Liability Company... Lieberman Research Worldwide, LLC
2. The purpose of the limited liability company...
3. The limited liability company will be managed by...
4. Initial Street Address of Limited Liability Company...
5. Initial Mailing Address of Limited Liability Company...
6. Name of Initial Agent For Service of Process...

Corporation Service Company which will do business in California as CSC-Lawyers Incorporating Service

- 7. If an Individual, Street Address of Agent for Service of Process in CA
8. Mailing Address of Agent for Service of Process

Converting Entity Information

- 9. Name of Converting Entity: Lieberman Research Worldwide Inc.
10. Form of Entity: corporation
11. Jurisdiction: California
12. CA Secretary of State File Number, if any: C0689377
13. The principal terms of the plan of conversion were approved by a vote...

Additional Information

- 14. Additional information set forth on the attached pages...
15. I certify under penalty of perjury that the contents of this document are true.

Signature of Authorized Person: Arnold Fishman

Arnold Fishman, Secretary
JEFFREY C. ROYAL, President