

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM309222

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	MERGER AND CHANGE OF NAME
<b>EFFECTIVE DATE:</b>	06/19/2012

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
PowerReviews, Inc.		06/19/2012	CORPORATION: DELAWARE

**NEWLY MERGED ENTITY DATA**

Name	Execution Date	Entity Type
Peloton Acquisition LLC	06/19/2012	LIMITED LIABILITY COMPANY: DELAWARE

**MERGED ENTITY'S NEW NAME (RECEIVING PARTY)**

<b>Name:</b>	PowerReviews, LLC
<b>Street Address:</b>	3900 N. Capital of Texas Hwy, Suite 300
<b>Internal Address:</b>	C/O Bazaarvoice, Inc.
<b>City:</b>	Austin
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	78746
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 11**

Property Type	Number	Word Mark
<b>Registration Number:</b>	4138514	POWERREVIEWS
<b>Registration Number:</b>	3809382	IN-LINE SEO
<b>Registration Number:</b>	3826993	IN-LINE SEO
<b>Registration Number:</b>	3459872	REVIEW SNAPSHOT
<b>Registration Number:</b>	3515108	POWERREVIEWS
<b>Registration Number:</b>	3515107	POWERREVIEWS
<b>Registration Number:</b>	3447963	BUZZILLIONS
<b>Registration Number:</b>	3491198	BUZZILLIONS
<b>Registration Number:</b>	3491197	BUZZILLIONS
<b>Registration Number:</b>	3447962	BUZZILLIONS
<b>Registration Number:</b>	3587907	BUZZILLIONS

**CORRESPONDENCE DATA**

Fax Number: 5123225201

**TRADEMARK**

***Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.***

**Phone:** (512) 322-5200  
**Email:** tmcentral@pirkeybarber.com  
**Correspondent Name:** Christopher L. Graff  
**Address Line 1:** 600 Congress Avenue, Suite 2120  
**Address Line 4:** Austin, TEXAS 78701

<b>ATTORNEY DOCKET NUMBER:</b>	POWR001
<b>NAME OF SUBMITTER:</b>	Kimberlie C. Nelson
<b>SIGNATURE:</b>	/kcn/
<b>DATE SIGNED:</b>	07/01/2014

**Total Attachments: 4**

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# Delaware

PAGE 1

*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

"POWERREVIEWS, INC.", A DELAWARE CORPORATION,

WITH AND INTO "PELTON ACQUISITION LLC" UNDER THE NAME OF "POWERREVIEWS, LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE NINETEENTH DAY OF JUNE, A.D. 2012, AT 2 O'CLOCK P.M.

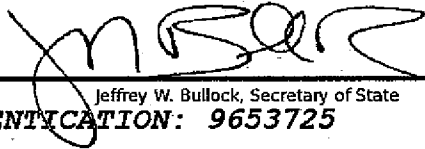
A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

5157160 8100M

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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: 9653725

DATE: 06-19-12

TRADEMARK  
REEL: 005312 FRAME: 0927

**CERTIFICATE OF MERGER**

**MERGING**

**POWERREVIEWS, INC.  
A DELAWARE CORPORATION**

**WITH AND INTO**

**PELTON ACQUISITION LLC  
A DELAWARE LIMITED LIABILITY COMPANY**

Pursuant to Section 18-209 of the Limited Liability Company Act of the State of Delaware

Peloton Acquisition LLC, a Delaware limited liability company (the "*LLC*"), does hereby certify as follows:

**FIRST:** The LLC is a Delaware limited liability company duly organized and existing under the laws of the State of Delaware and PowerReviews, Inc., a Delaware corporation (the "*Company*"), is a corporation duly organized and existing under the laws of the State of Delaware.

**SECOND:** An Agreement and Plan of Merger, dated May 24, 2012, (the "*Merger Agreement*"), setting forth the terms and conditions of the merger of the Company with and into the LLC (the "*Merger*"), has been adopted, certified, acknowledged, approved and executed by the LLC and the Company.

**THIRD:** The name of the surviving limited liability company in the Merger is Peloton Acquisition LLC amending its name to PowerReviews, LLC (the "*Surviving LLC*").

**FOURTH:** An executed copy of the Merger Agreement is on file at the principal place of business of the Surviving LLC at the following address:

PowerReviews, LLC  
c/o Bazaarvoice, Inc.  
3900 North Capital of Texas Highway  
Suite 300  
Austin, Texas 78746  
Attn: General Counsel

**FIFTH:** A copy of the Merger Agreement will be furnished by the Surviving LLC, on request and without cost, to any stockholder of the Company or any member of LLC.

**SIXTH:** The Merger is to become effective immediately upon the filing of this Certificate of Merger with the Secretary of State of the State of Delaware.

*(Signature page follows)*

IN WITNESS WHEREOF, Peloton Acquisition LLC has caused this Certificate of Merger to be executed by an authorized person as of Peloton Acquisition LLC.

**PELTON ACQUISITION LLC**

By: /s/ BRETT A. HURT

Title: CEO

**TRADEMARK**

**REEL: 005312 FRAME: 0929**

IN WITNESS WHEREOF, Peloton Acquisition LLC has caused this Certificate of Merger to be executed by an authorized person as of Peloton Acquisition LLC.

PELTON ACQUISITION LLC

By: *Brett A. Hunt*  
Title: Brett A. Hunt  
Name: CEO