

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM310885

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Corporate conversion and change of name		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Grey Global Group Inc.		11/07/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Grey Global Group LLC		
Street Address:	200 Fifth Avenue		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10010-3372		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86033042	WING	
CORRESPONDENCE DATA			
Fax Number:	2128135901		
<i>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.</i>			
Phone:	2128135900		
Email:	assignments@fzlj.com		
Correspondent Name:	LAWRENCE E. APOLZON		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	GYA 1307590		
NAME OF SUBMITTER:	Lawrence E. Apolzon		
SIGNATURE:	/anca nicolescu/		
DATE SIGNED:	07/16/2014		
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 DELAWARE CORPORATION UNDER THE NAME OF "GREY GLOBAL GROUP INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "GREY GLOBAL GROUP INC." TO "GREY GLOBAL GROUP LLC", FILED IN THIS OFFICE ON THE SEVENTH DAY OF NOVEMBER, A.D. 2013, AT 1:57 O'CLOCK P.M.



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You may verify this certificate
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 1456976

DATE: 06-16-14

TRADEMARK
REEL: 005323 FRAME: 0738

CERTIFICATE OF CONVERSION

CONVERTING

GREY GLOBAL GROUP INC.
(a Delaware Corporation)

TO

GREY GLOBAL GROUP LLC
(a Delaware Limited Liability Company)

November 7, 2013

Grey Global Group Inc., the corporation that is converting to a Delaware limited liability company (the "Converting Corporation"), and Grey Global Group LLC, the continuing Delaware limited liability company (the "LLC"), hereby certify that:

1. Name of Converting Corporation. The name of the Converting Corporation immediately prior to the filing of this Certificate of Conversion was "Grey Global Group Inc."

2. Date and Jurisdiction of Organization of Converting Corporation. The date on which, and the jurisdiction where, the Converting Corporation was organized are as follows:

<u>Date</u>	<u>Jurisdiction</u>
September 8, 2004	Delaware

3. Name of Converted Limited Liability Company. The name of the Delaware limited liability company to which the Converting Corporation has been converted and the name set forth in the Certificate of Formation of the Company, filed in accordance with Section 18-214(b) of the Delaware Limited Liability Company Act, is "Grey Global Group LLC".

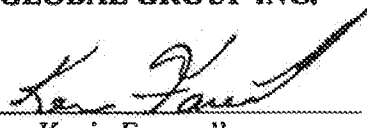
4. Approval of Conversion. The conversion of the Converting Corporation to the LLC has been approved in accordance with the provisions of Section 266 of the General Corporation Law of the State of Delaware.

5. Effectiveness. This Certificate of Conversion shall become effective on November 7, 2013.

IN WITNESS WHEREOF, the undersigned has duly executed this Certificate of Conversion as of the date first written above.

GREY GLOBAL GROUP INC.

By: _____


Name: Kevin Farewell

Title: Secretary