

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM316632

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Mindshare Technologies, Inc		06/06/2014	CORPORATION: UTAH
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	InMoment, Inc.		
<b>Street Address:</b>	310 E 4500 S		
<b>Internal Address:</b>	Suite 450		
<b>City:</b>	Salt Lake City		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84107		
<b>Entity Type:</b>	CORPORATION: UTAH		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4448511	SAMPLE SIZE OF ONE	
<b>Serial Number:</b>	86147042	OPENTELL	
<b>Serial Number:</b>	86243021	INMOMENT	
<b>Serial Number:</b>	86290904	EXPERIENCE HUB	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8015660750		
<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>			
<b>Phone:</b>	801-566-6633		
<b>Email:</b>	tina.richmond@tnw.com, docket@tnw.com, hansen@tnw.com		
<b>Correspondent Name:</b>	Jed H. Hansen		
<b>Address Line 1:</b>	8180 South 700 East Suite 350		
<b>Address Line 4:</b>	Sandy, UTAH 84070		
<b>ATTORNEY DOCKET NUMBER:</b>	3218-		
<b>NAME OF SUBMITTER:</b>	Jed H. Hansen		
<b>SIGNATURE:</b>	/jedhhansen/		
<b>DATE SIGNED:</b>	09/10/2014		
<b>Total Attachments: 1</b>			
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OP \$115.00 4448511

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RECEIVED

JUN 06 2014

AMENDMENT

Utah Div. of Corp. & Comm. Code

AMENDMENT TO THE SECOND AMENDED AND RESTATED ARTICLES OF INCORPORATION OF MINDSHARE TECHNOLOGIES, INC.

Pursuant to the provisions of the Utah Revised Business Corporation Act, the undersigned corporation (the "Corporation") hereby adopts the following Articles of Amendment to its Second Amended and Restated Articles of Incorporation:

I.

The name of the Corporation prior to the date of these Articles of Amendment has been Mindshare Technologies, Inc.

II.

The following amendment to the Second Amended and Restated Articles of Incorporation of the Corporation was adopted by the shareholders of the Corporation as of May 29, 2014 in the manner prescribed by the Utah Revised Business Corporation Act and by the Second Amended and Restated Articles of Incorporation of the Corporation:

A. Article I of the Second Amended and Restated Articles of Incorporation is hereby amended to read as follows:

ARTICLE I- NAME

The name of the corporation is InMoment, Inc. (the "Corporation").

Mindshare Technologies, Inc. (now known as InMoment, Inc.), a Utah corporation

By [Signature]  
John Sperry,  
Chief Executive Officer

Date: 6/6/14

State of Utah  
Department of Commerce  
Division of Corporations and Commercial Code  
I hereby certify that the foregoing has been filed  
and approved on this 06 day of June, 2014  
in this office of this Division and hereby issue  
This Certificate thereof.

Examiner [Signature] Date 6-18-14



[Signature]  
Kathy Berg  
Division of Corporations

TRADEMARK

REEL: 005360 FRAME: 0520

RECORDED: 09/10/2014

File: 06/06/2014  
Receipt Number: 5622555  
Amendment Paid: \$31.00