

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM323156

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	MERGER		
<b>EFFECTIVE DATE:</b>	09/29/2014		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Fry, Inc.		09/29/2014	CORPORATION: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	DataVantage Corporation		
<b>Street Address:</b>	500 Oracle Parkway		
<b>City:</b>	Redwood Shores		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94065		
<b>Entity Type:</b>	CORPORATION: OHIO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85826131	MISTORE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3032919119		
<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>	3034732709		
<b>Email:</b>	docket@hollandhart.com,aaroppel@hollandhart.com		
<b>Correspondent Name:</b>	Andrew Roppel		
<b>Address Line 1:</b>	Holland & Hart LLP, PO Box 8749		
<b>Address Line 2:</b>	Attn. Trademark Docketing		
<b>Address Line 4:</b>	Denver, COLORADO 80201		
<b>NAME OF SUBMITTER:</b>	Andrew Roppel		
<b>SIGNATURE:</b>	/Andrew Roppel/		
<b>DATE SIGNED:</b>	11/13/2014		
<b>Total Attachments: 3</b>			
source=2014.11.13 Merger-Fry to DataVantage#page1.tif			
source=2014.11.13 Merger-Fry to DataVantage#page2.tif			
source=2014.11.13 Merger-Fry to DataVantage#page3.tif			

OP \$40.00 85826131

<b>MICHIGAN DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS CORPORATIONS, SECURITIES &amp; COMMERCIAL LICENSING BUREAU</b>										
Date Received <b>SEP 29 2014</b>	<p style="font-size: 2em; font-weight: bold;">FILED</p> <p style="font-size: 1.5em; font-weight: bold;">SEP 29 2014</p> <p style="font-weight: bold;">ADMINISTRATOR CORPORATIONS DIVISION</p>									
This document is effective on the date filed, unless a subsequent effective date within 90 days after received date is stated in the document.										
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="3">Name c/o Kathy Doyel at Oracle Corporation</td> </tr> <tr> <td colspan="3">Address 500 Oracle Parkway</td> </tr> <tr> <td style="width: 33%;">City Redwood Shores, CA 94065</td> <td style="width: 33%;">State</td> <td style="width: 33%;">ZIP Code</td> </tr> </table>		Name c/o Kathy Doyel at Oracle Corporation			Address 500 Oracle Parkway			City Redwood Shores, CA 94065	State	ZIP Code
Name c/o Kathy Doyel at Oracle Corporation										
Address 500 Oracle Parkway										
City Redwood Shores, CA 94065	State	ZIP Code								
Document will be returned to the name and address you enter above. If left blank, document will be returned to the registered office.										
EFFECTIVE DATE: <u>9/30/14</u> Expiration date for new assumed names: December 31. Expiration date for transferred assumed names appear in Item 6										

**CERTIFICATE OF MERGER**  
**Cross Entity Merger for use by Profit Corporations, Limited Liability Companies  
 and Limited Partnerships**

*Pursuant to the provisions of Act 284, Public Acts of 1972 (profit corporations), Act 23, Public Acts of 1993 (limited liability companies) and Act 213, Public Acts of 1982 (limited partnerships), the undersigned entities execute the following Certificate of Merger:*

1. The Plan of Merger (Consolidation) is as follows:

a. The name of each constituent entity and its identification number is:

DataVantage Corporation	656454
Fry, Inc.	527335

b. The name of the surviving (new) entity and its identification number is:

DataVantage Corporation	656454
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Corporations and Limited Liability Companies provide the street address of the survivor's principal place of business:  
500 Oracle Parkway, Redwood Shores, CA 94065

2. (Complete only if an effective date is desired other than the date of filing. The date must be no more than 90 days after the receipt of this document in this office.)

The merger (consolidation) shall be effective on the 30 day of September, 2014.

100- V5B 192089

**Complete for Profit Corporations Only**

For each constituent stock corporation, state:

Name of corporation	Designation and number of outstanding shares in each class or series	Indicate class or series of shares entitled to vote	Indicate class or series entitled to vote as a class
See Schedule I attached.			

If the number of shares is subject to change prior to the effective date of the merger or consolidation, the manner in which the change may occur is as follows: N/A

The manner and basis of converting shares are as follows:

Each share of capital stock of Fry, Inc. then issued and outstanding shall be canceled without consideration. Each share of capital stock of DataVantage Corporation shall remain outstanding as a share of capital stock of the surviving corporation.

The amendments to the Articles, or a restatement of the Articles, of the surviving corporation to be effected by the merger are as follows:

The Articles of Incorporation of DataVantage Corporation, the surviving corporation, will remain unchanged.

The Plan of Merger will be furnished by the surviving profit corporation, on request and without cost, to any shareholder of any constituent profit corporation.

The merger is permitted by the state or country under whose law it is incorporated and each foreign corporation has complied with that law in effecting the merger.

(Complete either Section (a) or (b) for each corporation)

a) The Plan of Merger was approved by unanimous consent of the incorporators of \_\_\_\_\_, a Michigan corporation which has not commenced business, has not issued any shares, and has not elected a Board of Directors.

\_\_\_\_\_  
(Signature of Incorporator) (Type or Print Name) (Signature of Incorporator) (Type or Print Name)

\_\_\_\_\_  
(Signature of Incorporator) (Type or Print Name) (Signature of Incorporator) (Type or Print Name)

b) The plan of merger was approved by: \_\_\_\_\_ (Type or Print Name)

the Board of Directors of \_\_\_\_\_, the surviving Michigan corporation, without approval of the shareholders in accordance with Section 703a of the Act.

the Board of Directors and the shareholders of the following Michigan corporation(s) in accordance with Section 703a of the Act.

Fry, Inc.

By Brian S. Hawkins  
(Signature of Authorized Officer or Agent)  
Brian S. Hawkins  
(Type or Print Name)  
Fry, Inc.  
(Name of Corporation)

By Brian S. Hawkins  
(Signature of Authorized Officer or Agent)  
Brian S. Hawkins  
(Type or Print Name)  
DataVantage Corporation  
(Name of Corporation)

## Schedule I

To Certificate of Merger effective September 30, 2014

<u>Name of Corporation</u>	<u>Designation and number of outstanding shares in each class or series</u>	<u>Indicate class or series of shares entitled to vote</u>	<u>Indicate class or series of shares entitled to vote as a class</u>
Fry, Inc.	70,280,000 Common Shares, divided into two classes: 56,000,000 shares of Class A Common Stock and 14,280,000 shares of Class B Common Stock	Class A Common Stock Class B Common Stock Series A Convertible Preferred Stock Series B Redeemable Preferred Stock	Class A Common Stock Class B Common Stock Series A Convertible Preferred Stock Series B Redeemable Preferred Stock
	20,000 Preferred Shares, divided into two classes: 10,000 shares of Series A Convertible Preferred Stock and 10,000 shares of Series B Redeemable Preferred Stock		
DataVantage Corporation	350,000 Common Shares, divided into two classes: 225,000 shares of Class A Common Stock and 125,000 shares of Class B Common Stock	Class A Common Stock Class B Common Stock	Class A Common Stock Class B Common Stock