

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM343028

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER AND CHANGE OF NAME
EFFECTIVE DATE:	12/10/2014

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Conversant, Inc.		12/10/2014	CORPORATION: DELAWARE

NEWLY MERGED ENTITY DATA

Name	Execution Date	Entity Type
Amber Sub LLC	12/10/2014	LIMITED LIABILITY COMPANY: DELAWARE

MERGED ENTITY'S NEW NAME (RECEIVING PARTY)

Name:	Conversant LLC
Street Address:	7500 Dallas Parkway, Suite 700
City:	Plano
State/Country:	TEXAS
Postal Code:	75024
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 52

Property Type	Number	Word Mark
Serial Number:	77688414	ACTIVEADS
Serial Number:	77502842	ADRX MEDIA
Serial Number:	77976956	ADRX MEDIA
Serial Number:	77820926	AUDIENCE MAPS
Serial Number:	85535354	BLUEPIN
Serial Number:	85342493	CJ
Serial Number:	86397387	CJ AFFILIATE BY CONVERSANT
Serial Number:	86397411	CJ AFFILIATE BY CONVERSANT
Serial Number:	86397431	CJ BY CONVERSANT
Serial Number:	86397451	CJ UNIVERSITY
Serial Number:	86397468	CJU
Serial Number:	75632876	COMMISSION JUNCTION
Serial Number:	86191560	CONVERSANT
Serial Number:	86366078	C

CH \$1315.00 77688414

Property Type	Number	Word Mark
Serial Number:	77796925	DOTOMI
Serial Number:	85409900	DOTOMI MOTIVATORS
Serial Number:	77665456	EXACCT
Serial Number:	77258455	GAMEJUMP
Serial Number:	85216116	GOCART
Serial Number:	85547108	GOVISIT
Serial Number:	77258446	GREYSTRIPE
Serial Number:	77258451	GREYSTRIPE
Serial Number:	77258445	GREYSTRIPE
Serial Number:	77258448	GREYSTRIPE
Serial Number:	85153182	GROCERY CONNECT
Serial Number:	85763593	MASTER TMS
Serial Number:	75722680	MEDIAPLEX
Serial Number:	75803805	MEDIAPLEX
Serial Number:	85637592	MEDIAPLEX
Serial Number:	85020511	MODERN LIVING MEDIA
Serial Number:	75786168	MOJO
Serial Number:	76154709	MOJO MAIL
Serial Number:	85774340	MOMS MEDIA
Serial Number:	77675209	PATH TO CONVERSION
Serial Number:	86154701	PERSONAL CALIBRATION
Serial Number:	85470712	PERSONALIZATION EDITOR
Serial Number:	77504618	PRECISION BT
Serial Number:	77504627	PRECISION PROFILES
Serial Number:	77504634	PRECISION RETARGETING
Serial Number:	85083189	PROMOBUILDER
Serial Number:	85683175	RAPIDSERV
Serial Number:	85654986	SET
Serial Number:	77915062	SHOP.SIMPLI.COM
Serial Number:	85565375	TAKING MEDIA PERSONALLY
Serial Number:	86153986	THE POWER OF PERSONAL
Serial Number:	85083201	TRADEADVANTAGE
Serial Number:	85044974	ULTRALEADS
Serial Number:	77657899	VALUE INSIGHTS
Serial Number:	75978909	VALUECLICK
Serial Number:	75365624	VALUECLICK
Serial Number:	77726055	VALUECLICK
Serial Number:	77726073	VALUECLICK MEDIA

CORRESPONDENCE DATA**Fax Number:** 7137220120*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:** (713) 722-0122**Email:** trademarks@fleckman.com**Correspondent Name:** John C. Cain**Address Line 1:** 8945 Long Point Rd., Suite 120**Address Line 4:** Houston, TEXAS 77055**ATTORNEY DOCKET NUMBER:** 5329-001**NAME OF SUBMITTER:** John C. Cain**SIGNATURE:** /John C. Cain/**DATE SIGNED:** 06/01/2015**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 THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

"CONVERSANT, INC.", A DELAWARE CORPORATION,
WITH AND INTO "AMBER SUB LLC" UNDER THE NAME OF "CONVERSANT LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE TENTH DAY OF DECEMBER, A.D. 2014, AT 8 O'CLOCK A.M.

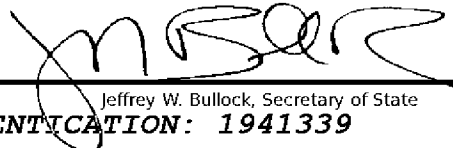
A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

5598451 8100M

141511826



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


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 1941339

DATE: 12-10-14

TRADEMARK
REEL: 005527 FRAME: 0355

**CERTIFICATE OF MERGER
OF
CONVERSANT, INC.
WITH AND INTO
AMBER SUB LLC**

Pursuant to Title 8, Section 264(c) of the Delaware General Corporation Law and Title 6, Section 18-209 of the Delaware Limited Liability Company Act, Amber Sub LLC, a Delaware limited liability company, does hereby certify:

FIRST: That the names, types of entity, and states of incorporation of each of the constituent entities (the "Merging Entities") of the merger are as follows:

<u>NAME</u>	<u>TYPE OF ENTITY</u>	<u>STATE OF INCORPORATION</u>
Amber Sub LLC	Limited Liability Company	Delaware
Conversant, Inc.	Corporation	Delaware

SECOND: That an Agreement and Plan of Merger, dated as of September 11, 2014, by and between Conversant, Inc., Alliance Data Systems Corporation and Amber Sub LLC providing for the merger of Conversant, Inc. with and into Amber Sub LLC has been approved, adopted, certified, executed and acknowledged by the Merging Entities.

THIRD: That the name of the surviving limited liability company in the merger is Amber Sub LLC.

FOURTH: That the merger shall become effective upon the filing of this Certificate of Merger.

FIFTH: That upon the effectiveness of the merger, the Certificate of Formation of the surviving limited liability company shall be amended to change the name of the surviving limited liability company to "Conversant LLC."

SIXTH: That the executed Agreement and Plan of Merger is on file at 7500 Dallas Parkway, Suite 700, Plano, TX 75024, the place of business of the surviving limited liability company.

SEVENTH: That a copy of the Agreement and Plan of Merger will be furnished by the surviving limited liability company, on request and without cost, to any member or stockholder of the Merging Entities.

[signature page follows]

IN WITNESS WHEREOF, said limited liability company has caused this certificate to be signed by an authorized person, the 10th day of December, 2014.

AMBER SUB LLC

By: Cynthia L. Hageman
Name: Cynthia L. Hageman
Title: Assistant Secretary

Signature Page to Certificate of Merger