

# TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM355892

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	ENTITY CONVERSION
<b>RESUBMIT DOCUMENT ID:</b>	900338093

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Federated Media Publishing, Inc.		02/04/2014	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Federated Media Publishing LLC
<b>Street Address:</b>	701 Brazos Street, Suite 800
<b>City:</b>	Austin
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	78701
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 12**

Property Type	Number	Word Mark
<b>Registration Number:</b>	3839468	BRAND ENGAGEMENT DASHBOARD
<b>Registration Number:</b>	3788893	BRAND ENGAGEMENT SCORE
<b>Registration Number:</b>	3931179	BUZZ PACKAGE
<b>Registration Number:</b>	3778840	CM SUMMIT
<b>Registration Number:</b>	3808645	CONVERSATIONAL MARKETING SUMMIT
<b>Registration Number:</b>	3925345	DINNERBROKER
<b>Registration Number:</b>	3687549	FEDERATED MEDIA
<b>Registration Number:</b>	3687548	FM
<b>Registration Number:</b>	3816556	FOODBUZZ
<b>Registration Number:</b>	3928731	FOODBUZZ
<b>Registration Number:</b>	3925716	FOODIEVENTS
<b>Registration Number:</b>	3902219	PROJECT FOOD BLOG

**CORRESPONDENCE DATA**

**Fax Number:** 4014546990  
*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:** 401-457-9528  
**Email:** kwhalen@mediageneral.com

**TRADEMARK**

**Correspondent Name:** Katherine M. Whalen, Esquire  
**Address Line 1:** One West Exchange Street, Suite 5A  
**Address Line 4:** Providence, RHODE ISLAND 02903

**ATTORNEY DOCKET NUMBER:** FMPUBLLC ASSIGNMENT

**NAME OF SUBMITTER:** Katherine M. Whalen

**SIGNATURE:** /Katherine M. Whalen/

**DATE SIGNED:** 09/22/2015

**Total Attachments: 5**

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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 "FEDERATED MEDIA PUBLISHING, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "FEDERATED MEDIA PUBLISHING, INC." TO "FEDERATED MEDIA PUBLISHING LLC", FILED IN THIS OFFICE ON THE FOURTH DAY OF FEBRUARY, A.D. 2014, AT 6:17 O'CLOCK P.M.

3976339 8100V

140133032



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 1126130

DATE: 02-11-14

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

TRADEMARK  
REEL: 005627 FRAME: 0956

**CERTIFICATE OF CONVERSION  
TO  
LIMITED LIABILITY COMPANY  
OF  
FEDERATED MEDIA PUBLISHING, INC.  
TO  
FEDERATED MEDIA PUBLISHING LLC**

This Certificate of Conversion to Limited Liability Company, dated as of February 4, 2013, has been duly executed and is being filed by FEDERATED MEDIA PUBLISHING, INC., a Delaware corporation (the "Company"), to convert the Company to FEDERATED MEDIA PUBLISHING LLC (the "LLC") under the Delaware Limited Liability Company Act (6 Del. C. § 18-101, et seq.) (the "DLLCA") and the General Corporation Law of the State of Delaware (8 Del. C. § 101, et seq.) (the "DGCL").

1. The Company filed its original Certificate of Incorporation with the Secretary of State of the State of Delaware and was first incorporated on June 1, 2005, in the State of Delaware, and was incorporated in the State of Delaware immediately prior to the filing of this Certificate of Conversion to Limited Liability Company.

2. The Company's name immediately prior to the filing of this Certificate of Conversion to Limited Liability Company was Federated Media Publishing, Inc.

3. The name of the LLC into which the Company shall be converted as set forth in its Certificate of Formation is Federated Media Publishing LLC.

4. The conversion of the Company to the LLC has been approved in accordance with the provisions of Sections 228 and 266 of the DGCL and Section 18-214 of the DLLCA.

5. The conversion of the Company to the LLC shall be effective upon the filing of this Certificate of Conversion to Limited Liability Company and a Certificate of Formation of the LLC with the Secretary of State of the State of Delaware.

*[The remainder of this page is intentionally left blank.]*

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion to Limited Liability Company as of the date first above written.

FEDERATED MEDIA PUBLISHING, INC.

By:

Name:

Title:

  
Richard Schnaeling  
Senior Vice President and  
Chief Financial Officer

[Certificate of Conversion of Federated Media Publishing, Inc.]

TRADEMARK  
REEL: 005627 FRAME: 0958

# Delaware

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*The First State*

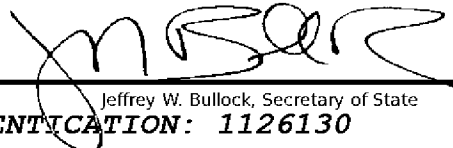
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "FEDERATED MEDIA PUBLISHING LLC" FILED IN THIS OFFICE ON THE FOURTH DAY OF FEBRUARY, A.D. 2014, AT 6:17 O'CLOCK P.M.

3976339 8100V

140133032

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: 1126130

DATE: 02-11-14

TRADEMARK  
REEL: 005627 FRAME: 0959

**CERTIFICATE OF FORMATION**

**OF**

**FEDERATED MEDIA PUBLISHING LLC**

This Certificate of Formation of Federated Media Publishing LLC (the "Company"), dated as of February 4, 2014, is being duly executed and filed to form a limited liability company pursuant to §18-201 of the Delaware Limited Liability Company Act.

1. The name of the Company is Federated Media Publishing LLC.
2. The address of the registered agent and registered office of the Company in the State of Delaware is 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808 in the County of New Castle and the registered agent at such address shall be Corporation Service Company.

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

By: 

Name: Richard P. Schmaeling

Title: Authorized Person