

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM369607

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER AND CHANGE OF NAME		
EFFECTIVE DATE:	12/09/2015		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FLUENT, INC.		12/09/2015	CORPORATION: DELAWARE
NEWLY MERGED ENTITY DATA			
Name	Execution Date	Entity Type	
FLUENT ACQUISITION II, LLC	12/09/2015	LIMITED LIABILITY COMPANY: DELAWARE	
MERGED ENTITY'S NEW NAME (RECEIVING PARTY)			
Name:	FLUENT, LLC		
Street Address:	33 Whitehall Street, 15th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10004		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86097671	FLUENT	
Serial Number:	86097677	FLUENT	
CORRESPONDENCE DATA			
Fax Number:	2122468959		
<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:	2127081870		
Email:	lbryer@ladas.com		
Correspondent Name:	Ladas & Parry LLP		
Address Line 1:	1040 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	NTMA151340:753		
NAME OF SUBMITTER:	Lanning G. Bryer		
SIGNATURE:	/LGB/		

CH \$65.00 86097671

DATE SIGNED:	01/19/2016
---------------------	------------

Total Attachments: 5

source=Merger and CN doc to FLUENT LLC against 2Apps in the USA#page1.tif

source=Merger and CN doc to FLUENT LLC against 2Apps in the USA#page2.tif

source=Merger and CN doc to FLUENT LLC against 2Apps in the USA#page3.tif

source=Merger and CN doc to FLUENT LLC against 2Apps in the USA#page4.tif

source=Merger and CN doc to FLUENT LLC against 2Apps in the USA#page5.tif

Delaware

The First State

Page 1

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:

"FLUENT, INC.", A DELAWARE CORPORATION,

WITH AND INTO "FLUENT ACQUISITION II, LLC" UNDER THE NAME OF "FLUENT, LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE ON THE NINTH DAY OF DECEMBER, A.D. 2015, AT 5:45 O`CLOCK P.M.

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



5877328 8100M
SR# 20151275715

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

A handwritten signature in black ink, appearing to read "JBULLOCK", is written over a horizontal line. Below the line, the text "Jeffrey W. Bullock, Secretary of State" is printed in a small font.

Authentication: 10595525
Date: 12-11-15

TRADEMARK
REEL: 005711 FRAME: 0649

**STATE OF DELAWARE
CERTIFICATE OF MERGER
OF
FLUENT, INC., A DELAWARE CORPORATION
WITH AND INTO
FLUENT ACQUISITION II, LLC, A DELAWARE LIMITED LIABILITY COMPANY**

December 9, 2015

Pursuant to Title 8, Section 264 of the Delaware General Corporation Law and Title 6, Section 18-209(c) of the Delaware Limited Liability Company Act, the undersigned limited liability company executed the following Certificate of Merger:

FIRST: The name of the surviving limited liability company is Fluent Acquisition II, LLC, a Delaware limited liability company (the "Surviving LLC"), and the name of the corporation being merged into the Surviving LLC is Fluent, Inc., a Delaware corporation (the "Merging Corporation").

SECOND: The Agreement and Plan of Merger has been approved, adopted, executed and acknowledged by the Surviving LLC and the Merging Corporation in accordance with Title 8, Section 264 of the Delaware General Corporation Law and Title 6, Section 18-209 of the Delaware Limited Liability Company Act.

THIRD: The name of the Surviving LLC is Fluent Acquisition II, LLC.

FOURTH: The Agreement and Plan of Merger is on file at 2650 N. Military Trail, Suite 300, Boca Raton, FL 33431 at the offices of the Surviving LLC.

FIFTH: A copy of the Agreement and Plan of Merger will be furnished by the Surviving LLC on request, without cost, to any stockholder of any constituent corporation.

SIXTH: The Certificate of Formation of the Surviving LLC shall, by virtue of the merger, be amended to change the name of the Surviving LLC to Fluent, LLC, and, as so amended, shall be the Certificate of Formation of the Surviving LLC until thereafter further amended.

SEVENTH: This Certificate of Merger may be executed in any number of counterparts (including by means of facsimile and electronically transmitted portable document format (pdf) signature pages), each of which shall be an original but all of which together shall constitute one and the same instrument.

[Signature on the following page]

IN WITNESS WHEREOF, a duly authorized officer of the Surviving LLC has executed and delivered this Certificate of Merger as of the date first written above.

SURVIVING LLC:

Fluent Acquisition II, LLC, a Delaware limited liability company

By IDI, Inc., sole member and manager

By: 

Name: Derek Dubner

Title: Co-Chief Executive Officer

[Certificate of Merger for Subsequent Merger]

UNITED STATES OF AMERICA

POWER OF ATTORNEY

The undersigned, owner of the below-identified trademark application, hereby revokes any and all previous Powers of Attorney and appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation:

ALLAN S. PILSON

DANIEL F. ZENDEL

LANNING G. BRYER

DENNIS S. PRAHL

BHARATI BAKSHANI

SCOTT J. LEBSON

RALPH H. CATHCART

MICHAEL A. CORNMAN

JAY A. BONDELL

MATTHEW D. ASBELL

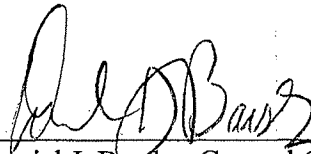
SEBASTIAN LOVERA RISO

members of the Bar of the State of New York, c/o Ladas & Parry LLP, 1040 Avenue of the Americas, New York, New York 10018-3738, United States of America, to take any and all actions with regard to this trademark application, and any legal procedures concerning same.

FLUENT

Application No. 86097671

FLUENT, LLC

By: 
Daniel J. Barsky, General Counsel

Date: January 6, 2016

UNITED STATES OF AMERICA

POWER OF ATTORNEY

The undersigned, owner of the below-identified trademark application, hereby revokes any and all previous Powers of Attorney and appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation:

ALLAN S. PILSON

DANIEL F. ZENDEL

LANNING G. BRYER

DENNIS S. PRAHL

BHARATI BAKSHANI

SCOTT J. LEBSON

RALPH H. CATHCART

MICHAEL A. CORNMAN

JAY A. BONDELL

MATTHEW D. ASBELL

SEBASTIAN LOVERA RISO

members of the Bar of the State of New York, c/o Ladas & Parry LLP, 1040 Avenue of the Americas, New York, New York 10018-3738, United States of America, to take any and all actions with regard to this trademark application, and any legal procedures concerning same.

Fluent (Stylized E in a Wave Design) in Color

Application No. 86097677

FLUENT, LLC

By: 
Daniel J. Barsky, General Counsel

Date: January 6, 2016