

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM369648

|   |                                     |                       |                       |
|---|-------------------------------------|-----------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                      |                       |                       |
| <b>NATURE OF CONVEYANCE:</b>  | ENTITY CONVERSION                   |                       |                       |
| <b>CONVEYING PARTY DATA</b>   |                                     |                       |                       |
| <b>Name</b>   | <b>Formerly</b>                     | <b>Execution Date</b> | <b>Entity Type</b>    |
| Miles Media Group, Inc.   |                                     | 12/29/2015            | CORPORATION: DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |                                     |                       |                       |
| <b>Name:</b>  | Miles Media Group II, LLC           |                       |                       |
| <b>Street Address:</b>  | 6751 Professional Parkway West      |                       |                       |
| <b>Internal Address:</b>  | Suite 200                           |                       |                       |
| <b>City:</b>  | Sarasota                            |                       |                       |
| <b>State/Country:</b>   | FLORIDA                             |                       |                       |
| <b>Postal Code:</b>   | 34240                               |                       |                       |
| <b>Entity Type:</b>   | LIMITED LIABILITY COMPANY: DELAWARE |                       |                       |
| <b>PROPERTY NUMBERS Total: 1</b>  |                                     |                       |                       |
| <b>Property Type</b>  | <b>Number</b>                       | <b>Word Mark</b>      |                       |
| <b>Registration Number:</b>   | 3384850                             | IN-ROOM CONCIERGE     |                       |
| <b>CORRESPONDENCE DATA</b>  |                                     |                       |                       |
| <b>Fax Number:</b>  |                                     |                       |                       |
| <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>Email:</b>   | dbustard@williamsparker.com         |                       |                       |
| <b>Correspondent Name:</b>  | R. David Bustard                    |                       |                       |
| <b>Address Line 1:</b>  | 200 South Orange Avenue             |                       |                       |
| <b>Address Line 4:</b>  | Sarasota, FLORIDA 34236             |                       |                       |
| <b>NAME OF SUBMITTER:</b>   | R. David Bustard                    |                       |                       |
| <b>SIGNATURE:</b>   | /R. David Bustard/                  |                       |                       |
| <b>DATE SIGNED:</b>   | 01/19/2016                          |                       |                       |
| <b>Total Attachments: 4</b>   |                                     |                       |                       |
| source=Miles Media Group, Inc. - Certificate of Conversaton to Miles Media Group II, LLC#page1.tif  |                                     |                       |                       |
| source=Miles Media Group, Inc. - Certificate of Conversaton to Miles Media Group II, LLC#page2.tif  |                                     |                       |                       |
| source=Miles Media Group, Inc. - Certificate of Conversaton to Miles Media Group II, LLC#page3.tif  |                                     |                       |                       |
| source=Miles Media Group, Inc. - Certificate of Conversaton to Miles Media Group II, LLC#page4.tif  |                                     |                       |                       |

OP \$40.00 3384850

# Delaware

The First State

Page 1

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 "MILES MEDIA GROUP, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "MILES MEDIA GROUP, INC." TO "MILES MEDIA GROUP II, LLC", FILED IN THIS OFFICE ON THE TWENTY-NINTH DAY OF DECEMBER, A.D. 2015, AT 5:04 O`CLOCK P.M.



2225878 8100V  
SR# 20151568905

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

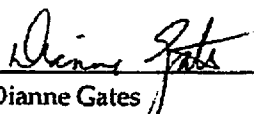
Authentication: 10715410  
Date: 12-31-15

TRADEMARK  
REEL: 005711 FRAME: 0863

STATE OF DELAWARE  
CERTIFICATE OF CONVERSATION  
FROM A CORPORATION TO A  
LIMITED LIABILITY COMPANY PURSUANT TO  
SECTION 18-214 OF THE LIMITED LIABILITY ACT

1. The jurisdiction where the corporation was first formed is Delaware.
2. The jurisdiction immediately prior to filing this Certification is Delaware.
3. The date the corporation first formed is March 26, 1990.
4. The name of the corporation immediately prior to filing this certificate is Miles Media Group, Inc.
5. The name of the limited liability company as set forth in the Certificate of Formation is Miles Media Group II, LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the  
\_\_29\_\_ day of December, 2015.

By:   
Dianne Gates  
Authorized Person

# Delaware

The First State

Page 1

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 FORMATION OF "MILES MEDIA GROUP II, LLC" FILED IN THIS OFFICE ON THE TWENTY-NINTH DAY OF DECEMBER, A.D. 2015, AT 5:04 O`CLOCK P.M.



2225878 8100V  
SR# 20151568905

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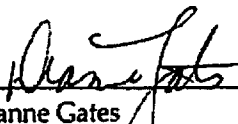
Authentication: 10715410  
Date: 12-31-15

TRADEMARK  
REEL: 005711 FRAME: 0865

STATE OF DELAWARE  
LIMITED LIABILITY COMPANY  
CERTIFICATE OF FORMATION

1. The name of the limited liability company is Miles Media Group II, LLC.
2. The address of the Company's registered office in the State of Delaware is 2711 Centerville Road, Suite 400, in the City of Wilmington, Delaware 19808. The name of the registered agent at such address is Corporation Service Company.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation this 29 day of December 2015.

By:   
Dianne Gates  
Authorized Person