

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM386756

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	12/31/2015
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Publishing Business Systems, Inc.		11/19/2015	Corporation: ILLINOIS

RECEIVING PARTY DATA

Name:	Niche Software Systems, Inc.
Street Address:	7900 International Drive, Suite 800
City:	Bloomington
State/Country:	MINNESOTA
Postal Code:	55425
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2055095	MEDIAPLUS

CORRESPONDENCE DATA

Fax Number: 6178327000

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: 6178321000

Email: ustrademark@foleyhoag.com

Correspondent Name: Jenevieve Maerker, Esq., Foley Hoag LLP

Address Line 1: 155 Seaport Boulevard

Address Line 4: Boston, MASSACHUSETTS 02210

NAME OF SUBMITTER:	Jenevieve Maerker, Esq.
SIGNATURE:	/Jenevieve Maerker/
DATE SIGNED:	06/06/2016

Total Attachments: 4

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OP \$40.00 2055095

Delaware

The First State

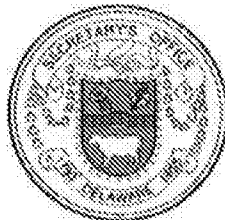
Page 1

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:

"PUBLISHING BUSINESS SYSTEMS, INC.", AN ILLINOIS CORPORATION, WITH AND INTO "NICHE SOFTWARE SYSTEMS, INC." UNDER THE NAME OF "NICHE SOFTWARE SYSTEMS, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE ON THE FIFTEENTH DAY OF DECEMBER, A.D. 2015, AT 4:12 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2015 AT 11:57 O'CLOCK P.M.

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




Jeffrey W. Bullock, Secretary of State

722230 8100M
SR# 20151366948

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

Authentication: 10627023
Date: 12-16-15

TRADEMARK
REEL: 005806 FRAME: 0550

**CERTIFICATE OF MERGER OF
PUBLISHING BUSINESS SYSTEMS, INC.
WITH AND INTO
NICHE SOFTWARE SYSTEMS, INC.**

Pursuant to the Delaware General Corporation Law, the corporation executed the following Certificate of Merger:

1. The name of the surviving corporation is Niche Software Systems, Inc., a Delaware corporation (the "Survivor").
2. The name of the corporation being merged into the Survivor is Publishing Business Systems, Inc., an Illinois corporation.
3. The Plan of Merger has been approved, adopted, certified, executed and acknowledged by each of the constituent corporations.
4. The name of the Survivor is Niche Software Systems, Inc.
5. The merger is to become effective at 11:57 pm EST on December 31, 2015.
6. The Plan of Merger is on file at 7900 International Drive, Suite 800, Bloomington, MN 55425 a place of business of the Survivor.
7. A copy of the Plan of Merger will be furnished by the Survivor, on request and without cost, to any member of the constituent corporations.
8. The Certificate of Incorporation of the Survivor shall be its Certificate of Incorporation.

[Signature Page Follows]

IN WITNESS WHEREOF, the Survivor has caused this certificate to be signed by an authorized person, this 19 day of NOVEMBER, 2015.

NICHE SOFTWARE SYSTEMS, INC.

By: Lynn Danko

Name: Lynn Danko

Title: CEO

[Signature Page to Certificate of Merger]

TRADEMARK
REEL: 005806 FRAME: 0552

PLAN OF MERGER

Pursuant to the Illinois Business Corporation Act and the Delaware General Corporation Law, Publishing Business Systems, Inc., an Illinois corporation, hereby agrees to merge with and into Niche Software Systems, Inc., a Delaware corporation, pursuant to the following terms:

1. The name of each entity that is a party to the merger is as follows:
 - a. Publishing Business Systems, Inc., an Illinois corporation (the "Merged Corporation").
 - b. Niche Software Systems, Inc., a Delaware corporation (the "Surviving Corporation").
2. The name of the Surviving Corporation into which the Merged Corporation will merge is Niche Software Systems, Inc., a Delaware corporation.
3. The merger shall become effective at 11:57 pm EST on December 31, 2015 (the "Effective Time"), at which time the Merged Corporation shall be merged with and into the Surviving Corporation, and the separate existence of the Merged Corporation shall thereupon cease.
4. The merger is intended to constitute a tax-free liquidation under Section 332 of the Internal Revenue Code of 1986, as amended.
5. The Merged Corporation is a wholly owned subsidiary of the Surviving Corporation.
6. Upon the Effective Time of the merger, all outstanding shares of the Merged Corporation shall be cancelled, and no shares of such corporation shall be issued in lieu thereof.
7. The Certificate of Incorporation and Bylaws of the Surviving Corporation shall not change as a result of the merger.