

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM388038

<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>
Efficient Collaborative Retail Marketing Company		06/28/2013	Corporation: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Efficient Collaborative Retail Marketing Company, LLC		
<b>Street Address:</b>	27070 Miles Road		
<b>City:</b>	Solon		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	44139		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77951383	REDIPOINT	
<b>Serial Number:</b>	77951399		
<b>Serial Number:</b>	77951486	REDIPOINT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2123108007		
<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>Phone:</b>	212.310.8434		
<b>Email:</b>	juan.arias@weil.com		
<b>Correspondent Name:</b>	Erika G. Kaneko		
<b>Address Line 1:</b>	Weil, Gotshal & Manges LLP		
<b>Address Line 2:</b>	767 Fifth Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10153		
<b>NAME OF SUBMITTER:</b>	Erika G. Kaneko		
<b>SIGNATURE:</b>	/Erika G. Kaneko/		
<b>DATE SIGNED:</b>	06/15/2016		
<b>Total Attachments: 5</b>			
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# Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED ARE TRUE AND CORRECT COPIES OF ALL DOCUMENTS ON FILE OF "EFFICIENT COLLABORATIVE RETAIL MARKETING COMPANY, LLC" AS RECEIVED AND FILED IN THIS OFFICE.

THE FOLLOWING DOCUMENTS HAVE BEEN CERTIFIED:

CERTIFICATE OF CONVERSION, FILED THE TWENTY-EIGHTH DAY OF JUNE, A.D. 2013, AT 3:50 O`CLOCK P.M.

CERTIFICATE OF FORMATION, FILED THE TWENTY-EIGHTH DAY OF JUNE, A.D. 2013, AT 3:50 O`CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE AFORESAID CERTIFICATES ARE THE ONLY CERTIFICATES ON RECORD OF THE AFORESAID LIMITED LIABILITY COMPANY, "EFFICIENT COLLABORATIVE RETAIL MARKETING COMPANY, LLC".



  
Jeffrey W. Bullock, Secretary of State

5359367 8100H  
SR# 20163178940

Authentication: 202315275  
Date: 05-13-16

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

**TRADEMARK**  
**REEL: 005814 FRAME: 0685**


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

1. The jurisdiction where the Corporation was first formed is Ohio.
2. The jurisdiction immediately prior to filing this Certificate of Conversion is Ohio.
3. The date the Corporation was first formed is September 8, 1993.
4. The name of the Corporation immediately prior to filing this Certificate of Conversion is Efficient Collaborative Retail Marketing Company.
5. The name of the Limited Liability Company as set forth in the Certificate of Formation is Efficient Collaborative Retail Marketing Company, LLC.

IN WITNESS WHEREOF, the undersigned, being duly authorized to sign on behalf of the converting Corporation, has executed this Certificate of Conversion on the 28 day of June, 2013.

EFFICIENT COLLABORATIVE RETAIL  
MARKETING COMPANY

By:


  
\_\_\_\_\_  
Mitchell Bowlus, President

CERTIFICATE OF FORMATION  
OF

EFFICIENT COLLABORATIVE RETAIL MARKETING COMPANY, LLC

1. The name of the limited liability company is Efficient Collaborative Retail Marketing Company, LLC.
2. The address of its registered office in the State of Delaware is Corporation Trust Center, 1209 Orange Street, in the City of Wilmington, County of New Castle, 19801. The name of its registered agent at such address is The Corporation Trust Company.
3. This Certificate of Formation shall be effective upon filing with the State of Delaware.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation of Efficient Collaborative Retail Marketing Company, LLC this 28 day of June, 2013.

  
\_\_\_\_\_  
Mitchell Bowlus, Authorized Person

STATE OF DELAWARE  
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EFFICIENT COLLABORATIVE RETAIL  
MARKETING COMPANY

By: 


Mitchell Bowlus, President

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Mitchell Bowlus, Authorized Person