

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM402969

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MotiveQuest LLC		09/30/2016	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	LRWMotiveQuest, LLC		
Street Address:	1578 Sherman Avenue		
City:	Evanston		
State/Country:	ILLINOIS		
Postal Code:	60201		
Entity Type:	Limited Liability Company: ILLINOIS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3586913	MOTIVEQUEST	
Registration Number:	4574606	MOTIVESCAPE	
CORRESPONDENCE DATA			
Fax Number:	8004947512		
<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:	202-370-4750		
Email:	ipteam@nationalcorp.com		
Correspondent Name:	Darlena Bari Stark		
Address Line 1:	1025 Vermont Ave NW, Suite 1130		
Address Line 2:	National Corporate Research, Ltd.		
Address Line 4:	Washington, D.C. 20005		
ATTORNEY DOCKET NUMBER:	F166166		
NAME OF SUBMITTER:	Rick Harrison		
SIGNATURE:	/Rick Harrison/		
DATE SIGNED:	10/21/2016		
Total Attachments: 12			
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OP \$65.00 3586913

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To all to whom these Presents Shall Come, Greeting:

I, Jesse White, Secretary of State of the State of Illinois, do hereby certify that I am the keeper of the records of the Department of Business Services. I certify that

ATTACHED HERETO IS A TRUE AND CORRECT COPY, CONSISTING OF 10 PAGE(S), AS TAKEN FROM THE ORIGINAL ON FILE IN THIS OFFICE FOR LRWMOTIVEQUEST, LLC.

In Testimony Whereof, I hereto set my hand and cause to be affixed the Great Seal of the State of Illinois, this 17TH day of OCTOBER A.D. 2016



Jesse White

Form **LLC-5.5**
January 2000

**Illinois
Limited Liability Company Act
Articles of Organization**

This space for use by
Secretary of State

Jesse White
Secretary of State
Department of Business Services
Limited Liability Company Division
Room 359, Howlett Building
Springfield, IL 62756
http://www.sos.state.il.us



LC0181623

This space for use by Secretary of State

FILE DATE 07/08/2003

JESSE WHITE

Payment must be made by certified check, cashier's check, Illinois attorney's check, Illinois C.P.A.'s check or money order, payable to "Secretary of State."

Date **07/08/2003**
Assigned File # **0095 474 8**
Filing Fee **\$400.00**
Approved: **PMM**

SECRETARY OF STATE

1. Limited Liability Company Name: BrandNew GROUP LLC

(The LLC name must contain the words limited liability company, L.L.C. or LLC and cannot contain the terms corporation, corp., incorporated, inc., ltd., co., limited partnership, or L.P.)

2. If transacting business under an assumed name, complete and attach Form LLC-1.20.

3. The address of its principal place of business: (Post office box alone and c/o are unacceptable.)
314 14th Street

Wilmette, IL 60091

4. The Articles of Organization are effective on: (Check one)
a) the filing date, or b) _____ another date later than but not more than 60 days subsequent to the filing date: _____
(month, day, year)

5. The registered agent's name and registered office address is:
Registered agent: Mark G. Malven
First Name Middle Initial Last Name
Registered Office: 53 West Jackson Boulevard, Suite 550
Number Street Suite #
(P.O. Box and c/o are unacceptable) Chicago, IL 60604 Cook County
City ZIP Code County

6. Purpose or purposes for which the LLC is organized: Include the business code # (IRS Form 1065).
(If not sufficient space to cover this point, add one or more sheets of this size.)
"The transaction of any or all lawful business for which limited liability companies may be organized under this Act."

7. The latest date, if any, upon which the company is to dissolve perpetual
(month, day, year)
Any other events of dissolution enumerated on an attachment. (Optional)

LLC-4.5

LLC-5.5

8. Other provisions for the regulation of the internal affairs of the LLC per Section 5-5 (a) (8) included as attachment:

If yes, state the provisions(s) from the ILLCA. Yes No

9. a) Management is by manager(s): Yes No
If yes, list names and business addresses.


b) Management is vested in the member(s): Yes No
If yes, list names and addresses.

David Rabjohns
314 14th Street
Wilmette, IL 60091

10. I affirm, under penalties of perjury, having authority to sign hereto, that these articles of organization are to the best of my knowledge and belief, true, correct and complete.

Dated July 8, 2003
(Month/Day) (Year)

Signature(s) and Name(s) of Organizer(s)

1. 
Signature

Mark G. Malven,
(Type or print name and title)

(Name if a corporation or other entity)

2. _____
Signature

(Type or print name and title)

(Name if a corporation or other entity)

3. _____
Signature

(Type or print name and title)

(Name if a corporation or other entity)

Business Address(es)

1. 53 West Jackson Boulevard, Suite 550
Number Street

Chicago
City/Town

Illinois 60604
State ZIP Code

2. _____
Number Street

City/Town

State ZIP Code

3. _____
Number Street

City/Town

State ZIP Code

(Signatures must be in ink on an original document. Carbon copy, photocopy or rubber stamp signatures may only be used on conformed copies.)





LC0326414

Form **LLC-5.25**

December 2003

Jesse White
Secretary of State
Department of Business Services
Limited Liability Company Division
Room 351, Howlett Building
Springfield, IL 62756
<http://www.cyberdrivellinois.com>

Payment may be made by business
firm check payable to Secretary of State.
(If check is returned for any reason this
filing will be void.)

**Illinois
Limited Liability Company Act
Articles of Amendment**

Filing Fee (see instructions).
SUBMIT IN DUPLICATE
Must be typewritten

This space for use by Secretary of State

Date 03.17.2004
Assigned File # 00954748
Filing Fee \$ 150.00
Approved: JA

This space for use by
Secretary of State

FILED

MAR 17 2004

JESSE WHITE
SECRETARY OF STATE

1. Limited Liability Company name BrandNew Group LLC
2. File number assigned by the Secretary of State: 00954748
3. These Articles of Amendment are effective on the file date or a later date being _____
not to exceed 30 days after the file date.
4. The Articles of Organization are amended as follows:
 - ___ a) Admission of a new member (give name and address below)
 - ___ b) Admission of a new manager (give name and address below)
 - ___ c) Withdrawal of a member (give name below)
 - ___ d) Withdrawal of a manager (give name below)
 - ___ e) Change in the address of the office at which the records required by Section 1-40 of the Act are kept (give new address, including county below)
 - ___ f) Change of registered agent and/or registered agent's office (give new name and address, including county below) (Address change of P.O. Box and c/o are unacceptable)
 - g) Change in the limited liability company's name (list below)
 - ___ h) Change in date of dissolution or other events of dissolution enumerated in item 6 of the Articles of Organization
 - ___ i) Other (give information below)

FILED
MAR 18 2004

The name of the company is hereby changed to:

MotiveQuest LLC JA

00954742
3.17.2004

LLC-5.25

5. This amendment was adopted by the managers. S. 5-25(3) Yes No
 a) Not less than minimum number of managers so approved. Yes No
 b) Member action was not required. Yes No
6. This amendment was adopted by the members. S. 5-25(4) Yes No
 Not less than minimum number of members so approved.

7. I affirm, under penalties of perjury, having authority to sign hereto, that this articles of amendment is to the best of my knowledge and belief, true, correct and complete.

Dated February 21, 2,004
(Month & Day) (Year)



 (Signature)

David Rabjohns, Member

 (Type or print Name and Title)

 (If applicant is a company or other entity, state name of company and indicate whether it is a member or manager of the LLC.)

INSTRUCTIONS: * If the only change reported is a change in the registered agent and/or registered office, the filing fee is \$35.

If other changes are reported, the filing fee is \$150.



LC0431838

Form **LLC-5.25**

June 2004

Jesse White
Secretary of State
Department of Business Services
Liability Limitation Division
351 Howlett Building
Springfield, IL 62756
www.cyberdriveillinois.com

Payment may be made by business
firm check payable to Secretary of State.
(If check is returned for any reason this
filing will be void.)

Illinois
Limited Liability Company Act
Articles of Amendment

Filing Fee (see instructions)

SUBMIT IN DUPLICATE

Must be typewritten

This space for use by Secretary of State

Date: 10.05.2004
Assigned File #: 00954748
Filing Fee: \$ 35.00
Approved: JB

This space for use by
Secretary of State

FILED

OCT 05 2004

JESSE WHITE
SECRETARY OF STATE

PAID

1. Limited Liability Company name: MotiveQuest LLC

OCT 05 2004

2. File number assigned by Secretary of State: 00954748

3. These Articles of Amendment are effective on the file date or a later date being _____,
not to exceed 30 days after the file date (check applicable box).

4. The Articles of Organization are amended as follows (check applicable item(s) below):
- a) Admission of a new member (give name and address below).*
 - b) Admission of a new manager (give name and address below).*
 - c) Withdrawal of a member (give name below).*
 - d) Withdrawal of a manager (give name below).*
 - e) Change in the address of the office at which the records required by Section 1-40 of the Act are kept (give new address, including county below).
 - f) Change of registered agent and/or registered agent's office (give new name and address, including county below) (Address change of P.O. Box and c/o are unacceptable).
 - g) Change in the Limited Liability Company's name (list below).
 - h) Change in date of dissolution or other events of dissolution enumerated in item 6 of the Articles of Organization.
 - i) Other (give information below).

* Changes in members/managers may, but are not required to be reported in an amendment to the Articles of Organization.

Additional information:

New Registered Agent

David Rabjohns
Member
MotiveQuest LLC
314 14th Street
Wilmette IL 60091
USA

0095474F
10.4.2004

LLC-5.25

5. Check appropriate box below (Box A or Box B must be checked):

- A. This amendment was approved by not less than the minimum number of managers necessary to approve the amendment and member action was not required.
- B. This amendment was approved by not less than a minimum number of members necessary to approve the amendment.

6. I affirm, under penalties of perjury, having authority to sign hereto, that these Articles of Amendment are to the best of my knowledge and belief, true, correct and complete.

Dated 9/27/04 (Month & Day) . (Year)



(Signature)

David R Rabjohns

(Type or Print Name and Title)

Member

(If the member or manager signing this document is a company or other entity, state name of company and indicate whether it is a member or manager of the Limited Liability Company.)

INSTRUCTIONS: * If the only change reported is a change in the registered agent and/or registered office, the filing fee is \$35.

If other changes are reported, the filing fee is \$150.

Form **LLC-5.25**

July 2005

Secretary of State Jesse White
Department of Business Services
Limited Liability Division
Room 351 Howlett Building
501 S. Second St.
Springfield, IL 62756
www.cyberdriveillinois.com

Payment must be made by business
firm check payable to Secretary of
State. (If check is returned for any
reason this filing will be void.)

**Illinois
Limited Liability Company Act
Articles of Amendment**



LC0630303

This space for use by Secretary of State.

Filing Fee: \$150

Approved: JAB

FILE # 00954748

This space for use by Secretary of State.

FILE DATE 12/06/2005

JESSE WHITE

SECRETARY OF STATE

1. Limited Liability Company Name: MOTIVEQUEST LLC

2. Articles of Amendment effective on:
 the file date
 a later date (not to exceed 30 days after the file date) _____
Month, Day, Year

3. Articles of Organization are amended as follows (check applicable item(s) below):
- a) Admission of a new member (give name and address below)*
 - b) Admission of a new manager (give name and address below)*
 - c) Withdrawal of a member (give name below)*
 - d) Withdrawal of a manager (give name below)*
 - e) Change in address of the office at which the records required by Section 1-40 of the Act are kept (give new address, including county below)
 - f) Change of registered agent and/or registered agent's office (give new name and address, including county below) (Address change of P.O. Box alone or c/o is unacceptable.)
 - g) Change in the Limited Liability Company's name (give new name below)
 - h) Change in date of dissolution or other events of dissolution enumerated in Item 6 of the Articles of Organization
 - i) Other (give information in space below)

* Changes in members/managers may, but are not required to, be reported in an amendment to the Articles of Organization.

Additional information:

(e) 1620 Payne Street, Evanston, Illinois, 60201 - Cook County

(i) The Limited Liability Company's management structure is hereby changed to provide that the Limited Liability Company management is no longer vested in the members, but shall henceforth be managed by the managers listed below:

David Rabjohns
314 14th Street
Wilmette, IL 60091

(continued on back)

WD
13

LLC-5.25

- 4. This amendment was approved in accordance with Section 5-25 of the Illinois Limited Liability Company Act, and, if adopted by the managers, was approved by not less than the minimum number of managers necessary to approve the amendment, member action not being required; or, if adopted by the members, was approved by not less than the minimum number of members necessary to approve the amendment.

- 5. I affirm, under penalties of perjury, having authority to sign hereto, that these Articles of Amendment are to the best of my knowledge and belief, true, correct and complete.

Dated 1/30/05 _____, _____
Month/Day Year

David Rabjohns
Signature (Must comply with Section 5-45 of ILLCA.)

David Rabjohns, Member.
Name and Title (type or print)

If the member or manager signing this document is a company or other entity,
state name of company and indicate whether it is a member or manager
of the Limited Liability Company.

Form **LLC-5.25**
May 2012

Secretary of State



LC0071757

217-524-8008

www.cyberdrivellinois.com

Payment may be made by check payable to Secretary of State. If check is returned for any reason this filing will be void.

Illinois
Limited Liability Company Act
Articles of Amendment

SUBMIT IN DUPLICATE

Type or print clearly.

Filing Fee: \$150

Approved:

FILE # 00954748

This space for use by Secretary of State.

FILED

OCT 03 2016

JESSE WHITE
SECRETARY OF STATE

1. Limited Liability Company Name: MotiveQuest LLC

2. Articles of Amendment effective on:

the file date

a later date (not to exceed 30 days after the file date)

Month, Day, Year

3. Articles of organization are amended as follows (check applicable item(s) below):

a) Admission of a new member (give name and address below)*

b) Admission of a new manager (give name and address below)*

c) Withdrawal of a member (give name below)*

d) Withdrawal of a manager (give name below)*

e) Change in address of the office at which the records required by Section 1-40 of the Act are kept (give new address, a P.O. Box alone or C/O is unacceptable.)

f) Change of registered agent and/or registered agent's office (give new name and/or address below, Address change to P.O. Box alone or C/O is unacceptable.)

g) Change in the Limited Liability Company's name (give new name below)

h) Change in date of dissolution (state perpetual or date of dissolution below)

i) Change in management structure (state change and new name(s) and address(es) below)

j) Establish authority to issue series (fee \$400, see NOTE)*

k) Other (give information in space below)

* Changes in members/managers may, but are not required to be reported in an amendment to the Articles of Organization.

Additional Information:

b) The sole member has appointed the following person as the sole manager of the Company:

Cathy Lindquist
c/o Lieberman Research Worldwide, LLC
1900 Avenue of the Stars, Suite 1600
Los Angeles, CA 90067

d) The sole member has removed David Rabjohns as manager of the Company.

f) The current Registered Agent is hereby replaced with the following new registered agent:

CT Corporation System
208 South LaSalle Street, Suite 814
Cook County
Chicago, IL 60604

New Name of LLC (as changed): LRWMotiveQuest, LLC

The name as changed must contain the words Limited Liability Company, LLC or L.L.C.

(continued)

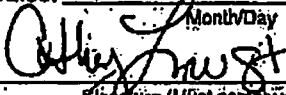
PAID

OCT 04 2016

SECRETARY OF STATE

LLC-5.25

- The amendment was approved in accordance with Section 5-25 of the Illinois Limited Liability Company Act, and, if adopted by the managers, was approved by not less than the minimum number of managers necessary to approve the amendment; member action not being required; or, if adopted by the members, was approved by not less than the minimum number of members necessary to approve the amendment.
- I affirm, under penalties of perjury, having authority to sign hereto, that these Articles of Amendment are to the best of my knowledge and belief, true, correct and complete.

Dated: September 30 2016
Month/Day Year

Signature (Must comply with Section 5-45 of ILLCA.)
Cathy Lindquist
Name and Title (type or print)
Manager

If the member or manager signing this document is a company or other entity, state Name of Company and whether it is a member or manager of the LLC.

NOTE:

The following paragraph is adopted when item 3f is checked:

The operating agreement provides for the establishment of one or more series. When the company has filed a Certificate of Designation for each series, which is to have limited liability pursuant to Section 37-40 of the Illinois Limited Liability Company Act, the debts, liabilities and obligations incurred, contracted for or otherwise existing with respect to a particular series shall be enforceable against the assets of such series only, and not against the assets of the Limited Liability Company generally or any other series thereof, and unless otherwise provided in the operating agreement, none of the debts, liabilities, obligations or expenses incurred, contracted for or otherwise existing with respect to this company generally or any other series thereof shall be enforceable against the assets of such series.

SCHEDULE 1

Trademarks Affected By Name Change

Group Company	Service Mark	Country	Appln. No./ Filing Date	Reg. No./ Reg. Date
LRWMOTIVEQUEST, LLC	MOTIVEQUEST	United States of America	77539933/ August 5, 2008	3586913/ March 10, 2009
LRWMOTIVEQUEST, LLC	MOTIVESCAPE	United States of America	85958313/ June 12, 2013	4574606/ July 29, 2014