

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM406856

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Millennial Media, Inc.		02/04/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Millennial Media LLC		
Street Address:	2400 Boston Street		
Internal Address:	Suite 301		
City:	Baltimore		
State/Country:	MARYLAND		
Postal Code:	21224		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3376591	MILLENNIAL MEDIA	
Registration Number:	4466918	MYDAS	
CORRESPONDENCE DATA			
Fax Number:	2028576395		
<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:	202 857 6169		
Email:	henrye@arentfox.com		
Correspondent Name:	James R. Davis, II		
Address Line 1:	1717 K Street, NW		
Address Line 2:	Arent Fox LLP		
Address Line 4:	Washington, D.C. 20006		
ATTORNEY DOCKET NUMBER:	019428/00350		
NAME OF SUBMITTER:	James R. Davis, II		
SIGNATURE:	/James R. Davis, II/		
DATE SIGNED:	11/29/2016		
Total Attachments: 2			
source=Millennial Media LLC#page1.tif			
source=Millennial Media LLC#page2.tif			

OP \$65.00 3376591

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 DELAWARE CORPORATION UNDER THE NAME OF "MILLENNIAL MEDIA, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "MILLENNIAL MEDIA, INC." TO "MILLENNIAL MEDIA LLC", FILED IN THIS OFFICE ON THE FOURTH DAY OF FEBRUARY, A.D. 2016, AT 11:20 O`CLOCK A.M.




Jeffrey W. Bullock, Secretary of State

4166580 8100V
SR# 20160588517

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

Authentication: 201780059
Date: 02-04-16

TRADEMARK
REEL: 005929 FRAME: 0472

**CERTIFICATE OF CONVERSION
TO LIMITED LIABILITY COMPANY**

OF

MILLENNIAL MEDIA, INC.


TO

MILLENNIAL MEDIA LLC

The undersigned, being an authorized person in accordance with Section 18-204 of the Delaware Limited Liability Company Act, for the purpose of converting Millennial Media, Inc. (the "Corporation") from a corporation to a limited liability company pursuant to Section 18-214 of the Delaware Limited Liability Company Act, does hereby certify that:

1. The Corporation was first incorporated under the laws of the State of Delaware on May 30, 2006.
2. The name of the Corporation immediately prior to filing this Certificate of Conversion is Millennial Media, Inc., and its jurisdiction immediately prior to filing this Certificate of Conversion is the State of Delaware.
3. The name of the Delaware limited liability company into which the Corporation shall be converted, as set forth in its Certificate of Formation filed in accordance with Section 18-214(b) of the Delaware Limited Liability Company Act, is Millennial Media LLC.
4. The conversion of the Corporation to Millennial Media LLC has been approved and adopted in accordance with the provisions of Sections 228 and 266 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion on the 4th day of February, 2016.

By: 
Name: Michael Howson
Title: Assistant Secretary