

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM429110

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
MEMO Marketing Operations UK Ltd.		07/27/2016	Company: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Aprimo Marketing Operations UK Ltd.		
<b>Street Address:</b>	3rd Floor, 4 Moorgate		
<b>City:</b>	London		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	EC2R 6DA		
<b>Entity Type:</b>	Company: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2595042	APRIMO	
<b>Registration Number:</b>	2666470	APRIMO	
<b>Registration Number:</b>	3883877	APRIMO MARKETING STUDIO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6142243246		
<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>	3172362251		
<b>Email:</b>	ipdocketcolumbus@icemiller.com		
<b>Correspondent Name:</b>	Dustin S. DuBois - Ice Miller LLP		
<b>Address Line 1:</b>	One American Square, Suite 2900		
<b>Address Line 4:</b>	Indianapolis, INDIANA 46282		
<b>NAME OF SUBMITTER:</b>	Dustin S. DuBois		
<b>SIGNATURE:</b>	/Dustin S. DuBois/		
<b>DATE SIGNED:</b>	05/26/2017		
<b>Total Attachments: 3</b>			
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**FILE COPY**

**CERTIFICATE OF INCORPORATION  
ON CHANGE OF NAME**

**Company Number 10162761**

The Registrar of Companies for England and Wales hereby certifies that under the Companies Act 2006:

**MEMO MARKETING OPERATIONS UK LTD**

a company incorporated as private limited by shares, having its registered office situated in England and Wales, has changed its name to:

**APRIMO MARKETING OPERATIONS UK LTD**

Given at Companies House on **27th July 2016**



\* N10162761B \*

The above information was communicated by electronic means and authenticated by the Registrar of Companies under section 1115 of the Companies Act 2006



Companies House



THE OFFICIAL SEAL OF THE  
REGISTRAR OF COMPANIES

**TRADEMARK**  
**REEL: 006070 FRAME: 0602**



**Notice of Change of Name by Resolution**

Company Number: **10162761**

Company Name: **MEMO MARKETING OPERATIONS UK LTD**

Received for filing in Electronic Format on the: **26/07/2016**

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Notice is hereby given that the company has changed its name as set out in the attached resolution

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### **Authorisation**

Authenticated

This form was authorised by one of the following:

Director, Secretary, Person Authorised, Administrator, Administrative Receiver, Receiver, Receiver manager, Charity Commission Receiver and Manager, CIC Manager

COMPANIES ACT 2006  
SPECIAL RESOLUTION ON CHANGE OF NAME

Company number: 10162761

Existing company name:  
MEMO MARKETING OPERATIONS UK LTD

The following special resolution to change the name of the company was agreed and passed by the members.

On the 18th July 2016

That the name of the company be changed to:  
APRIMO MARKETING OPERATIONS UK LTD