

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM457118

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ENTITY CONVERSION
SEQUENCE:	2

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Service Management Group, Inc.		10/04/2017	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	Service Management Group, LLC
Street Address:	1737 McGee Street
City:	Kansas City
State/Country:	MISSOURI
Postal Code:	64108
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 33

Property Type	Number	Word Mark
Serial Number:	86948934	360
Serial Number:	86548221	BRANDGEEK
Registration Number:	5219060	BRANDGEEK
Registration Number:	5219061	BRANDGEEK
Registration Number:	3358580	CLEARBRICK
Registration Number:	4899569	KNOW MORE. DO BETTER.
Registration Number:	4025913	LOCATELY
Registration Number:	4767638	LOCATELY AN SMG COMPANY
Serial Number:	86773598	OMNICK
Registration Number:	5229258	OMNICK
Serial Number:	86417001	PINPOINT TECHNOLOGY
Registration Number:	5183242	PINPOINT TECHNOLOGY
Registration Number:	4753155	REAL CUSTOMERS. AUTHENTIC REVIEWS.
Registration Number:	3858922	SERVICE MANAGEMENT GROUP
Registration Number:	4077977	SMG
Registration Number:	4077978	SMG
Registration Number:	5206062	SMG
Registration Number:	3951640	SMG ALERT

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4738353	SMG ASSOCIATE VOICE
Registration Number:	4057238	SMG CAPTURE
Registration Number:	4057239	SMG DASH
Serial Number:	86948674	SMG SMARTRESPONSE
Registration Number:	5206033	SMG360
Registration Number:	5206032	SMG360
Registration Number:	4429670	SURVEYMINI
Registration Number:	4429703	SURVEYMINI
Registration Number:	4574280	SURVEYMINI
Registration Number:	4574279	SURVEYMINI
Registration Number:	4656200	TECHNOLOGY DRIVEN. PEOPLE CENTERED. INSI
Serial Number:	86274273	TRUMPET
Registration Number:	4783588	TRUMPET
Serial Number:	86274289	TRUMPET
Registration Number:	4883235	TRUMPET

CORRESPONDENCE DATA

Fax Number: 7044441111

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: 704-444-1124

Email: elaine.hunt@alston.com

Correspondent Name: Michele M. Glessner

Address Line 1: Alston & Bird LLP

Address Line 2: 101 South Tryon Street, Suite 4000

Address Line 4: Charlotte, NORTH CAROLINA 28280-4000

NAME OF SUBMITTER:	Elaine B. Hunt
SIGNATURE:	/Elaine B. Hunt/
DATE SIGNED:	01/07/2018

Total Attachments: 2

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Delaware

The First State

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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 CORPORATION UNDER THE NAME OF "SERVICE MANAGEMENT GROUP, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "SERVICE MANAGEMENT GROUP, INC." TO "SERVICE MANAGEMENT GROUP, LLC", FILED IN THIS OFFICE ON THE FIFTH DAY OF OCTOBER, A.D. 2017, AT 1:36 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

6569364 8100V
SR# 20176493063

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

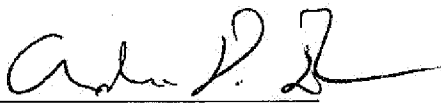
Authentication: 203349259
Date: 10-05-17

TRADEMARK
REEL: 006244 FRAME: 0592

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

- 1.) The jurisdiction where the Corporation first formed is Missouri.
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware.
- 3.) The date the corporation first formed is 12/28/2000.
- 4.) The name of the Corporation immediately prior to filing this Certificate is
SERVICE MANAGEMENT GROUP, INC.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of
Formation is SERVICE MANAGEMENT GROUP, LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the
4th day of October, A.D. 2017.

By: 
Authorized Person

Name: Andrew D. Fromm
Print or Type