

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM462717

<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>
SMG Extol, Inc.		02/14/2018	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SMG Extol, LLC		
<b>Street Address:</b>	4038 Clipper Court		
<b>City:</b>	Fremont		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94538		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4105234	DIRECTLINE	
<b>Serial Number:</b>	87711840	D DIRECT LINE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3125691000		
<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>	3125691459		
<b>Email:</b>	ipdocketchicago@dbr.com, melissa.dillenbeck@dbr.com		
<b>Correspondent Name:</b>	Drinker Biddle & Reath LLP		
<b>Address Line 1:</b>	191 North Wacker Drive, Suite 3700		
<b>Address Line 2:</b>	c/o Melissa S. Dillenbeck, Esq.		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>ATTORNEY DOCKET NUMBER:</b>	569538		
<b>NAME OF SUBMITTER:</b>	Melissa S. Dillenbeck		
<b>SIGNATURE:</b>	/Melissa S. Dillenbeck/		
<b>DATE SIGNED:</b>	02/20/2018		
<b>Total Attachments: 2</b>			
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State of California Secretary of State

LLC-1A

File #

2011704 out
Limited Liability Company
Articles of Organization - Conversion

FILED
Secretary of State
State of California
FEB 14 2018

IMPORTANT - Read all instructions before completing this form.

This Space For Filing Use Only

Converted Entity Information

1. Name of Limited Liability Company (The name must include the words Limited Liability Company or the abbreviations LLC or L.L.C. The words Limited and Company may be abbreviated to Ltd. and Co., respectively.)

SMG Extol, LLC

2. The purpose of the limited liability company is to engage in any lawful act or activity for which a limited liability company may be organized under the California Revised Uniform Limited Liability Company Act.

3. The limited liability company will be managed by (check only one):

- One Manager, More Than One Manager, All Limited Liability Company Member(s)

4. Initial Street Address of Limited Liability Company's Designated Office in CA
City: Fremont, State: CA, Zip Code: 94538

5. Initial Mailing Address of Limited Liability Company, if different from Item 4
City, State, Zip Code

6. Initial Agent for Service of Process: Item 6a: List the name of an individual or a corporation registered in CA under California Corporations Code section 1505 that agrees to be your agent for service of process. Item 6b: If the agent is an individual, list the agent's CA business or residential street address. Item 6c: If the agent is an individual and the converting entity is a CA corporation, limited partnership or general partnership, list the the agent's mailing address. Do not list an address if the agent is a CA registered corporate agent as the address for service of process is already on file.

a. Name of Agent For Service of Process

CT Corporation System

b. If an individual, Street Address of Agent for Service of Process - Do not list a P.O. Box
City, State, Zip Code

c. If an individual, Mailing Address of Agent for Service of Process
City, State, Zip Code

Converting Entity Information

7. Name of Converting Entity

SMG Extol, Inc.

8. Form of Entity

Corporation

9. Jurisdiction

California

10. CA Secretary of State File Number, if any

2011704

11. The principal terms of the plan of conversion were approved by a vote of the number of interests or shares of each class that equaled or exceeded the vote required. If a vote was required, the following was required for each class:

Table with 2 columns: The class and number of outstanding interests entitled to vote, AND The percentage vote required of each class.
Class A Voting Common Stock - 1,960,784 outstanding shares entitled to vote, 50.1%
Class B Non-Voting Common Stock - 0 shares outstanding

Additional Information

12. Additional information set forth on the attached pages, if any, is incorporated herein by this reference and made part of this certificate.

13. I certify under penalty of perjury that the contents of this document are true. I declare I am the person who executed this instrument, which execution is my act and deed.

Signature of Authorized Person

John Friesen (Chairman of the Board)

Type or Print Name and Title of Authorized Person

Signature of Authorized Person

Ignacio del Rio (Secretary)

Type or Print Name and Title of Authorized Person



I hereby certify that the foregoing transcript of \_\_\_\_\_ page(s) is a full, true and correct copy of the original record in the custody of the California Secretary of State's office.

FEB 16 2018

Date: \_\_\_\_\_

*Alex Padilla*

ALEX PADILLA, Secretary of State

**TRADEMARK**

**REEL: 006274 FRAME: 0869**

**RECORDED: 02/20/2018**