

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM469389

<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>
ExactTarget, Inc.		02/16/2016	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ExactTarget, LLC		
<b>Street Address:</b>	The Landmark @ One Market St., Suite 300		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94105		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 11</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2624201	EXACTTARGET	
<b>Registration Number:</b>	4576148	EXACTTARGET FUEL	
<b>Registration Number:</b>	4054240	AUTOMATION STUDIO	
<b>Registration Number:</b>	4043517	AUDIENCE BUILDER	
<b>Registration Number:</b>	4427319	X	
<b>Registration Number:</b>	4133133	EXACTTARGET GEARS	
<b>Registration Number:</b>	4161366	NEXUS	
<b>Registration Number:</b>	4307636	SOCIALENGAGE	
<b>Registration Number:</b>	4295130	EXACTTARGET	
<b>Registration Number:</b>	4291569	EXACTTARGET MOBILECONNECT	
<b>Registration Number:</b>	4084061	CONNECTIONS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4157735759		
<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>	4157735700		
<b>Email:</b>	ipprosecutionsf@orrick.com		
<b>Correspondent Name:</b>	Beth M. Goldman		
<b>Address Line 1:</b>	2050 Main Street, Suite 1100		
<b>Address Line 2:</b>	Orrick, Herrington & Sutcliffe LLP		

CH \$290.00 2624201

<b>Address Line 4:</b>	Irvine, CALIFORNIA 92614-8255
<b>ATTORNEY DOCKET NUMBER:</b>	27263-6058
<b>NAME OF SUBMITTER:</b>	Betsy Wang Lee
<b>SIGNATURE:</b>	/Betsy Wang Lee/
<b>DATE SIGNED:</b>	04/11/2018
<b>Total Attachments: 4</b> source=ExactTarget Inc.-to ExactTarget LLC DE-Conversion#page1.tif source=ExactTarget Inc.-to ExactTarget LLC DE-Conversion#page2.tif source=ExactTarget Inc.-to ExactTarget LLC DE-Conversion#page3.tif source=ExactTarget Inc.-to ExactTarget LLC DE-Conversion#page4.tif	

# 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 CORPORATION UNDER THE NAME OF "EXACTTARGET, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "EXACTTARGET, INC." TO "EXACTTARGET, LLC", FILED IN THIS OFFICE ON THE NINETEENTH DAY OF FEBRUARY, A.D. 2016, AT 6:46 O`CLOCK P.M.



  
Jeffrey W. Bullock, Secretary of State

3829007 8100V  
SR# 20160973961

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)


Authentication: 201875926  
Date: 02-23-16

**TRADEMARK**  
**REEL: 006313 FRAME: 0463**

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 Delaware.
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware.
- 3.) The date the corporation first formed is July 14, 2004.
- 4.) The name of the Corporation immediately prior to filing this Certificate is ExactTarget, Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of Formation is ExactTarget, LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the  
16<sup>th</sup> day of February, A.D. 2016.

By:   
Authorized Person  
Name: Amy Weaver  
Print or Type


# 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 FORMATION OF "EXACTTARGET, LLC" FILED IN THIS OFFICE ON THE NINETEENTH DAY OF FEBRUARY, A.D. 2016, AT 6:46 O`CLOCK P.M.



  
Jeffrey W. Bullock, Secretary of State

3829007 8100V  
SR# 20160973961

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

Authentication: 201875926  
Date: 02-23-16

**TRADEMARK**  
**REEL: 006313 FRAME: 0465**

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 06:46 PM 02/19/2016  
FILED 06:46 PM 02/19/2016  
SR 20160973961 - File Number 3829007

STATE of DELAWARE  
LIMITED LIABILITY COMPANY  
CERTIFICATE of FORMATION

- **First:** The name of the limited liability company is ExactTarget, LLC
- **Second:** The address of its registered office in the State of Delaware is 1209 Orange Street in the City of Wilmington  
Zip Code 19801
- The name of its Registered agent at such address is The Corporation Trust Company
- **Third:** (Insert any other matters the members determine to include herein.)  
This Certificate of Formation shall be effective on the date of filing.

In Witness Whereof, the undersigned have executed this Certificate of Formation this 16<sup>th</sup> day of February, 20 2016.

By: Amy Weaver  
Authorized Person(s)

Name: Amy Weaver  
Typed or Printed