

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM481729

<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>
Keynote Systems, Inc.		12/30/2014	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Keynote LLC		
<b>Street Address:</b>	777 Mariners Island Blvd		
<b>City:</b>	San Mateo		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94404		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2849954	CUSTOMER EXPERIENCE RANKINGS	
<b>Registration Number:</b>	2853454	MYKEYNOTE	
<b>Registration Number:</b>	2442941	PERSPECTIVE	
<b>Registration Number:</b>	2366614	PERSPECTIVE	
<b>Registration Number:</b>	2328263	THE INTERNET PERFORMANCE AUTHORITY	
<b>Registration Number:</b>	2328255	THE INTERNET PERFORMANCE AUTHORITY	
<b>Registration Number:</b>	2503133	CUSTOMERSCOPE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Email:</b>	jgriswold@honigman.com		
<b>Correspondent Name:</b>	Anessa Owen Kramer		
<b>Address Line 1:</b>	39400 Woodward Ave, Suite 101		
<b>Address Line 4:</b>	Bloomfield Hills, MICHIGAN 48304-5151		
<b>NAME OF SUBMITTER:</b>	Anessa Kramer		
<b>SIGNATURE:</b>	/anessa kramer/		
<b>DATE SIGNED:</b>	07/13/2018		
<b>Total Attachments: 4</b>			

CH \$190.00 2849954

source=3 - Conversion of Keynote Systems, Inc. to Keynote LLC#page1.tif

source=3 - Conversion of Keynote Systems, Inc. to Keynote LLC#page2.tif

source=3 - Conversion of Keynote Systems, Inc. to Keynote LLC#page3.tif

source=3 - Conversion of Keynote Systems, Inc. to Keynote LLC#page4.tif

# Delaware

PAGE 1

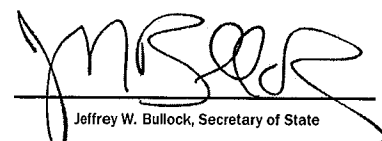
## *The First State*

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 "KEYNOTE SYSTEMS, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "KEYNOTE SYSTEMS, INC." TO "KEYNOTE LLC", FILED IN THIS OFFICE ON THE THIRTIETH DAY OF DECEMBER, A.D. 2014, AT 12:14 O'CLOCK P.M.

3064622 8100V

141599115



  
Jeffrey W. Bullock, Secretary of State

AUTHENTICATION: 1997824

DATE: 12-30-14

**TRADEMARK**  
**REEL: 006380 FRAME: 0086**

**CERTIFICATE OF CONVERSION  
FROM A DOMESTIC CORPORATION TO  
A LIMITED LIABILITY COMPANY**

\*\*\*\*\*  
*In accordance with the provisions of Section 266 of the  
General Corporation Law of the State of Delaware and  
Section 18-214 of the Delaware Limited Liability Company Act*  
\*\*\*\*\*

The undersigned, being duly authorized to execute and file this Certificate of Conversion from a domestic corporation to a domestic limited liability company for the purposes of converting Keynote Systems, Inc., a Delaware corporation (the "Corporation"), into a domestic limited liability company pursuant to Section 266 of the General Corporation Law of the State of Delaware and Section 18-214 of the Delaware Limited Liability Company Act, does hereby certify as follows:

**FIRST:** The jurisdiction where the Corporation was first formed is Delaware.

**SECOND:** The jurisdiction immediately prior to filing this Certificate of Conversion is Delaware.

**THIRD:** The date the Corporation was first formed is July 30, 1999 under the name of Keynote Systems, Inc.

**FOURTH:** The name of the Corporation immediately prior to filing this Certificate of Conversion is Keynote Systems, Inc.

**FIFTH:** The name of the domestic limited liability company the Corporation is converting to is Keynote LLC.

The undersigned, being a duly authorized officer of the Corporation, for the purposes of converting the Corporation into a domestic limited liability company pursuant to Section 266 of the General Corporation Law of the State of Delaware and Section 18-214 of the Delaware Limited Liability Company Act, does make this Certificate of Conversion, hereby declares and certifies that this is his act and deed and the facts stated herein are true, and accordingly have hereunto set his hand on the 30th day of December, 2014.

KEYNOTE SYSTEMS, INC.,  
a Delaware corporation

By: /s/ Jennifer Tejada  
Name: Jennifer Tejada  
Title: President and CEO

# Delaware

PAGE 2

*The First State*

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 CERTIFICATE OF FORMATION OF "KEYNOTE LLC" FILED IN THIS OFFICE ON THE THIRTIETH DAY OF DECEMBER, A.D. 2014, AT 12:14 O'CLOCK P.M.



3064622 8100V

141599115

A handwritten signature in black ink, appearing to read "JWBullock", is written over a horizontal line. Below the line, the text "Jeffrey W. Bullock, Secretary of State" is printed in a small font.

AUTHENTICATION: 1997824

DATE: 12-30-14

**TRADEMARK**  
**REEL: 006380 FRAME: 0088**

CERTIFICATE OF FORMATION  
OF  
KEYNOTE LLC

\* \* \* \* \*  
*Adopted in accordance with the provisions of §18-101  
of the Limited Liability Company Act  
of the State of Delaware*  
\* \* \* \* \*

This Certificate of Formation is being executed as of December 30, 2014, for the purpose of forming a limited liability company pursuant to the Delaware Limited Liability Company Act, 6 Del. C. §§ 18-101, et seq.

The undersigned, being duly authorized to execute and file this Certificate of Formation, does hereby certify as follows:

1. Name. The name of the limited liability company is Keynote LLC (the "Company").

2. Registered Office and Registered Agent. The address of the Company's registered office in the State of Delaware is 1209 Orange Street, in the City of Wilmington, New Castle County, Delaware 19801. The name and address of the of the Company's registered agent for service of process in the State of Delaware is The Corporation Trust Company, 1209 Orange Street, in the City of Wilmington, New Castle County, Delaware 19801.

IN WITNESS WHEREOF, the undersigned has duly executed this Certificate of Formation as of the day and year first above written.

By: /s/ Cindy Oberdorff  
Cindy Oberdorff, an Authorized Person