

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM483655

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Conversion Innovations, Inc.		07/23/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	ThriveHive, Inc.		
Street Address:	175 Sully's Trail, 3rd Floor		
City:	Pittsford		
State/Country:	NEW YORK		
Postal Code:	14534		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5043680	THRIVEHIVE	
CORRESPONDENCE DATA			
Fax Number:	2165669711		
<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>			
Phone:	2165669700		
Email:	docketing@rankinhill.com		
Correspondent Name:	Rankin, Hill & Clark LLP		
Address Line 1:	38210 Glenn Avenue		
Address Line 4:	Willoughby, OHIO 44094-7808		
NAME OF SUBMITTER:	Stephen A. Hill		
SIGNATURE:	/stephen a hill/		
DATE SIGNED:	07/27/2018		
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 THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "CONVERSION INNOVATIONS, INC.", CHANGING ITS NAME FROM "CONVERSION INNOVATIONS, INC." TO "THRIVEHIVE, INC.", FILED IN THIS OFFICE ON THE TWENTY-THIRD DAY OF JULY, A.D. 2018, AT 1:16 O`CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.




Jeffrey W. Bullock, Secretary of State

4804890 8100
SR# 20185788210

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

Authentication: 203111254
Date: 07-23-18

TRADEMARK
REEL: 006393 FRAME: 0256

**CERTIFICATE OF AMENDMENT
OF
CONVERSION INNOVATIONS, INC.**

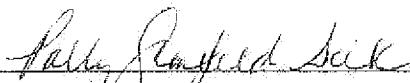
CONVERSION INNOVATIONS, INC., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "Corporation"), DOES HEREBY CERTIFY THAT:

FIRST: That Article 1 of the Certificate of Incorporation of the Corporation is hereby amended to read in its entirety as follows:

"1. The Name of the Corporation Is ThriveHive, Inc."

SECOND: That the aforesaid amendment was duly adopted by the written consent of the Board of Directors and the sole stockholder in accordance with the applicable provisions of Sections 141, 228 and 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, said Corporation has caused this certificate to be signed by Polly Grunfeld Sack, its Sr. Vice President, Secretary and General Counsel, this 23rd day of July, 2018.

By: 
Polly Grunfeld Sack
Sr. Vice President, Secretary and
General Counsel