

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM489297

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ENTITY CONVERSION		
<b>RESUBMIT DOCUMENT ID:</b>	900455148		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Market Force Information, Inc.		12/28/2009	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Market Force Information, LLC		
<b>Street Address:</b>	371 Centennial Parkway, #210		
<b>City:</b>	Louisville		
<b>State/Country:</b>	COLORADO		
<b>Postal Code:</b>	80027		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4581191	KNOWLEDGE FORCE	
<b>Registration Number:</b>	3534177	MARKET FORCE INFORMATION	
<b>Registration Number:</b>	2289983	SHOP'N CHEK	
<b>Registration Number:</b>	1968978	XPRESS REPORTING	
<b>Registration Number:</b>	1517415	SHOP'N CHEK INC.	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7202045669		
<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>	7206845375		
<b>Email:</b>	jkeene@hpdlaw.com		
<b>Correspondent Name:</b>	Judith A. Keene		
<b>Address Line 1:</b>	216 16th St., #1350		
<b>Address Line 4:</b>	Denver, COLORADO 80202		
<b>ATTORNEY DOCKET NUMBER:</b>	180001GEN		
<b>NAME OF SUBMITTER:</b>	Melanie R. Baum		
<b>SIGNATURE:</b>	/Melanie R. Baum/		
<b>DATE SIGNED:</b>	09/10/2018		

**Total Attachments: 5**

source=Market Force-Cert of Conversion#page1.tif

source=Market Force-Cert of Conversion#page2.tif

source=Market Force-Cert of Conversion#page3.tif

source=Market Force-Cert of Conversion#page4.tif

source=2018-08-13 Notice of Non-Recordation (Attachment wrong)#page1.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 "MARKET FORCE INFORMATION, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "MARKET FORCE INFORMATION, INC." TO "MARKET FORCE INFORMATION LLC", FILED IN THIS OFFICE ON THE TWENTY-FIRST DAY OF AUGUST, A.D. 2017, AT 10:30 O`CLOCK A.M.



  
Jeffrey W. Bullock, Secretary of State

3958793 8100V  
SR# 20175806474

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

Authentication: 203090233  
Date: 08-21-17

**TRADEMARK**  
**REEL: 006433 FRAME: 0632**

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 April 21, 2005.
- 4.) The name of the Corporation immediately prior to filing this Certificate is  
Market Force Information, Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of  
Formation is Market Force Information LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the  
21st day of August, A.D. 2017

By: 

Authorized Person

Name: Matt Nydell

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 "MARKET FORCE INFORMATION LLC" FILED IN THIS OFFICE ON THE TWENTY-FIRST DAY OF AUGUST, A.D. 2017, AT 10:30 O`CLOCK A.M.*



  
Jeffrey W. Bullock, Secretary of State

3958793 8100V  
SR# 20175806474

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

Authentication: 203090233  
Date: 08-21-17

**TRADEMARK**  
**REEL: 006433 FRAME: 0634**

**STATE OF DELAWARE  
LIMITED LIABILITY COMPANY  
CERTIFICATE OF FORMATION**

**OF**

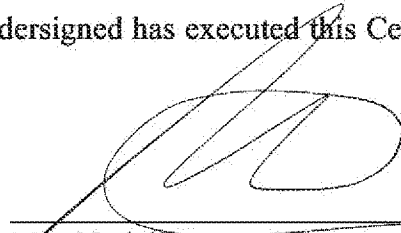
**MARKET FORCE INFORMATION LLC**

This Certificate of Formation of MARKET FORCE INFORMATION LLC (the "*Company*"), is being duly executed and filed by Matt Nydell, as an authorized person, to form a limited liability company under the Delaware Limited Liability Company Act (6 Del. C. §18-101, et seq.)

**FIRST:** The name of the limited liability company formed hereby is Market Force Information LLC.

**SECOND:** The address of the registered office of the Company in the State of Delaware is 1675 S. State St., Suite B, in the City of Dover, County of Kent, 19901. The registered agent in charge thereof is Capitol Services, Inc.

**IN WITNESS WHEREOF**, the undersigned has executed this Certificate of Formation this 21st day of August, 2017.

  
\_\_\_\_\_  
Matt Nydell  
Authorized Person



**UNITED STATES PATENT AND TRADEMARK OFFICE**

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

August 13, 2018

PTAS

JUDITH A. KEENE  
216 16TH ST., #1350  
DENVER, CO 80202



900455148

United States Patent and Trademark Office  
Notice of Non-Recordation of an Assignment Document

The enclosed document has been examined and found non-recordable by the Assignment Recordation Branch of the U.S. Patent and Trademark Office. The reason(s) for non-recordation are stated below:

1. The attached document does not coincide with the coversheet

Documents being resubmitted for recordation must reflect the corrected information to be recorded, the Document ID number referenced above and all pages from this submitted document. The original date of filing of this assignment document will be maintained if resubmitted with the appropriate correction(s) by **Wednesday, September 12, 2018**, as outlined under 37 CFR 3.51. The resubmitted document must include a stamp with the official date of receipt under 37 CFR 3. Applicants may use the certified procedures under 37 CFR 2.197 or 2.198 for resubmission of the returned papers if they desire to have the benefit of the date of deposit in the United States Postal Service.

To file the resubmission electronically, navigate to the ETAS website at <http://etas.uspto.gov>, click the Start Resubmission button and enter the following information:

**Document ID: 900455148**  
**Access Code: ZL11WTLV2PCCTZ9**

To file the resubmission in paper, send documents to: U.S. Patent and Trademark Office, Mail Stop: Assignment Recordation Branch, P.O. BOX 1450, Alexandria, VA 22313. If you have any questions regarding this notice, you may contact the Assignment Recordation Branch at 571-272-3350.

ANGELA WHITE  
ASSIGNMENT RECORDATION BRANCH  
PUBLIC RECORDS DIVISION