

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM492397

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Acxiom Corporation		09/20/2018	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Acxiom LLC		
<b>Street Address:</b>	301 East Dave Ward Drive		
<b>City:</b>	Conway		
<b>State/Country:</b>	ARKANSAS		
<b>Postal Code:</b>	72033		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 46</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5470823	GLOBAL DATA NAVIGATOR	
<b>Registration Number:</b>	5201745	AUDIENCE CLOUD	
<b>Registration Number:</b>	5370735	ACXIOM MARKETING ANALYTICS ENVIRONMENT	
<b>Registration Number:</b>	5168645	MARKETING ANALYTICS ENVIRONMENT	
<b>Registration Number:</b>	4741037	DIGITAL IQ	
<b>Registration Number:</b>	4972434	ACXIOM IDENTITY VERIFICATION AND AUTHENT	
<b>Registration Number:</b>	4909328	MMQ	
<b>Registration Number:</b>	4909327	MARKETING MATURITY QUOTIENT	
<b>Registration Number:</b>	4905074	MYACXIOMPARTNER	
<b>Registration Number:</b>	4787258	MONEYADS	
<b>Registration Number:</b>	4754978	ACXIOM MARKETING MATURITY MODEL CHECKPOI	
<b>Registration Number:</b>	4740984	CONSUMERINSIGHT APP BY ACXIOM	
<b>Registration Number:</b>	4573781	SAFE HAVEN	
<b>Registration Number:</b>	4573767	AOS	
<b>Registration Number:</b>	4573686	ACXIOM BIG DATA ENVIRONMENT	
<b>Registration Number:</b>	4508274	AOS ANALYTICS	
<b>Registration Number:</b>	4508273	ACXIOM AUDIENCE ARCHITECT	
<b>Registration Number:</b>	4508272	ACXIOM CAMPAIGN OPTIMIZER	
<b>Registration Number:</b>	4508271	ACXIOM CROSS-CHANNEL PLANNER	

OP \$1165.00 5470823

Property Type	Number	Word Mark
Registration Number:	4508265	ABOUTTHEDATA.COM
Registration Number:	4160869	ACXIOM IDENTITY DATA ON DEMAND
Registration Number:	4034233	ACXIOM INTELLIGENT LEADS
Registration Number:	4777637	ABILITAG
Registration Number:	4724042	ACXIOM PURSUIT
Registration Number:	4724041	ACXIOM APPLICATION PREFILL
Registration Number:	4653165	INFOBASE SUPPRESSION
Registration Number:	4649870	ACXIOM PRIVATECLOUD
Registration Number:	4649806	ACXIOM AUDIENCE PROPENSITIES
Registration Number:	4503283	AUDIENCE OPERATING SYSTEM
Registration Number:	4519228	ACXIOM DIGITAL IMPACT
Registration Number:	4495882	ACXIOM
Registration Number:	4358531	ACXIOM LOCAL SEARCH
Registration Number:	4358530	INFOBASE CONSUMER LISTS
Registration Number:	4358529	INFOBASE CONSUMER ENHANCEMENT
Registration Number:	4358528	INFOBASE BUSINESS
Registration Number:	4358527	ACXIOM SMS MARKETING SERVICES
Registration Number:	4176974	ACXIOM RECOGNITION MANAGER
Registration Number:	3472367	ACXIOM
Registration Number:	3108579	ACXIOM
Registration Number:	3541131	PERSONICX GEO
Registration Number:	2668171	LISTKEY
Registration Number:	2675537	PERSONICX
Registration Number:	2635956	ABILITEC
Registration Number:	2378920	INFOBASE
Registration Number:	1907571	ACXIOM
Registration Number:	1621575	ADDRESSABILITY

**CORRESPONDENCE DATA**

Fax Number: 5013769442

*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.*

Phone: (501) 371-0808

Email: jdougherty@wj.com

Correspondent Name: J. CHARLES DOUGHERTY

Address Line 1: 200 W. CAPITOL AVE., SUITE 2300

Address Line 4: LITTLE ROCK, ARKANSAS 72201

NAME OF SUBMITTER: J. CHARLES DOUGHERTY

SIGNATURE: /J. Charles Dougherty/

<b>DATE SIGNED:</b>	10/02/2018
---------------------	------------

**Total Attachments: 4**  
source=Acxiom Corporation-DE-Conversion#page1.tif  
source=Acxiom Corporation-DE-Conversion#page2.tif  
source=Acxiom Corporation-DE-Conversion#page3.tif  
source=Acxiom Corporation-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 "ACXIOM CORPORATION" TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "ACXIOM CORPORATION" TO "ACXIOM LLC", FILED IN THIS OFFICE ON THE TWENTIETH DAY OF SEPTEMBER, A.D. 2018, AT 7:29 O`CLOCK P.M.



  
Jeffrey W. Bullock, Secretary of State

2017982 8100V  
SR# 20186764413

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

Authentication: 203464295  
Date: 09-20-18

**TRADEMARK**  
**REEL: 006448 FRAME: 0018**

**STATE OF DELAWARE**  
**CERTIFICATE OF CONVERSION**  
**FROM A CORPORATION TO**  
**A LIMITED LIABILITY COMPANY**  
**PURSUANT TO SECTION 18-214**  
**OF THE DELAWARE LIMITED LIABILITY COMPANY ACT**

1. The jurisdiction where Acxiom Corporation (the "*Company*") first formed is the State of Delaware under the Delaware General Corporation Law.
2. The jurisdiction of the Company immediately prior to filing this Certificate of Conversion is the State of Delaware.
3. The date the corporation first formed is September 28, 1983 under the name of CCX Network, Inc., a Delaware corporation.
4. The name and type of entity of the Company immediately prior to filing this Certificate of Conversion is Acxiom Corporation, a Delaware corporation.
5. The name of the Limited Liability Company after conversion as set forth in the Certificate of Formation is Acxiom LLC.

IN WITNESS WHEREOF, the undersigned being duly authorized to sign on behalf of the Company, has executed this Certificate of Conversion on September 20, 2018.

**ACXIOM CORPORATION**  
(a Delaware corporation)

By: /s/ Jerry C. Jones  
Name: Jerry C. Jones  
Title: EVP, Chief Ethics and Legal  
Officer

# 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 "ACXIOM LLC"  
FILED IN THIS OFFICE ON THE TWENTIETH DAY OF SEPTEMBER, A.D.  
2018, AT 7:29 O`CLOCK P.M.



2017982 8100V  
SR# 20186764413

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

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

Authentication: 203464295  
Date: 09-20-18

**TRADEMARK**  
**REEL: 006448 FRAME: 0020**

**CERTIFICATE OF FORMATION**

**OF**

**ACXIOM LLC**

1. The name of the limited liability company is Acxiom LLC.
2. The address of its registered office in the state of Delaware is 1209 Orange Street, City of Wilmington, County of New Castle, Delaware 19801. The name of its registered agent at such address is The Corporation Trust Company.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation of Acxiom LLC on this 20<sup>th</sup> day of September, 2018.

By: /s/ Jerry C. Jones  
Name: Jerry C. Jones  
Title: Authorized Person