

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM528955

<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>
ELITE SEM INC.		05/16/2019	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	TINUITI INC.		
<b>Street Address:</b>	142 W. 36TH STREET, FLOOR 11		
<b>City:</b>	NEW YORK		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10018		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88432462	TINUITI	
<b>Registration Number:</b>	5517210	ELITE DIGITAL	
<b>Registration Number:</b>	4798734	DIGITAL ELITE	
<b>Registration Number:</b>	4768125	PERFORMANCE DRIVEN DIGITAL MARKETING	
<b>Registration Number:</b>	4768124	ELITE SEM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6175265000		
<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>	617-526-6000		
<b>Email:</b>	whiptrademark@wilmerhale.com		
<b>Correspondent Name:</b>	BENJAMIN S. FERNANDEZ, ESQ.		
<b>Address Line 1:</b>	1225 SEVENTEENTH STREET, SUITE 2600		
<b>Address Line 2:</b>	WILMER CUTLER PICKERING HALE AND DORRLLP		
<b>Address Line 4:</b>	DENVER, COLORADO 80202		
<b>ATTORNEY DOCKET NUMBER:</b>	2214526.128		
<b>NAME OF SUBMITTER:</b>	BENJAMIN S. FERNANDEZ, ESQ.		
<b>SIGNATURE:</b>	/s/ Benjamin S. Fernandez		
<b>DATE SIGNED:</b>	06/24/2019		

OP \$140.00 88432462

**Total Attachments: 3**

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# Delaware

The First State

Page 1

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 "ELITE SEM INC.", CHANGING ITS NAME FROM "ELITE SEM INC." TO "TINUITI INC.", FILED IN THIS OFFICE ON THE SIXTEENTH DAY OF MAY, A.D. 2019, AT 4:37 O`CLOCK P.M.

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



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.

6290836 8100  
SR# 20194031339

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

Authentication: 202841615  
Date: 05-16-19

**TRADEMARK**  
**REEL: 006676 FRAME: 0733**

CERTIFICATE OF AMENDMENT  
OF  
CERTIFICATE OF INCORPORATION  
OF  
ELITE SEM INC.

Pursuant to Section 242 of the  
General Corporation Law of the State of Delaware

Elite SEM Inc. (the "Corporation"), a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware, does hereby certify as follows:

Resolutions were duly adopted by the Board of Directors of the Corporation pursuant to Sections 141(f) and 242 of the General Corporation Law of the State of Delaware setting forth an amendment to the Certificate of Incorporation of the Corporation (the "Certificate") and declaring such amendment to be advisable. The resolution setting forth the amendment is as follows:

RESOLVED: That Article FIRST of the Certificate be and hereby is amended by deleting it in its entirety and substituting the following in lieu thereof:

FIRST: The name of the Corporation is: Tinuiti Inc.

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IN WITNESS WHEREOF, the Corporation has caused this Certificate of Amendment to be signed by its duly authorized officer as of this 16th day of May, 2019.

ELITE SEM INC.

By: Molly Fitzpatrick  
Name: Molly Fitzpatrick  
Title: Vice President, Secretary and Treasurer