

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM536677

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CPC Strategy LLC		05/16/2019	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	TINUITI-STRATEGY LLC		
Street Address:	707 BROADWAY, SUITE 1900		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92101		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	87840401	CPC STRATEGY	
Registration Number:	4188251	CPC STRATEGY	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	617-526-6000		
Email:	whiptrademark@wilmerhale.com		
Correspondent Name:	BENJAMIN S. FERNANDEZ, ESQ.		
Address Line 1:	1225 SEVENTEENTH STREET, SUITE 2600		
Address Line 2:	WILMER CUTLER PICKERING HALE AND DORRLLP		
Address Line 4:	DENVER, COLORADO 80202		
ATTORNEY DOCKET NUMBER:	2214526.120		
NAME OF SUBMITTER:	BENJAMIN S. FERNANDEZ, ESQ.		
SIGNATURE:	/s/ Benjamin S. Fernandez		
DATE SIGNED:	08/15/2019		
Total Attachments: 2			
source=Tinuiti-Strategy LLC-CA-Cert Copy of Articles of Org _(175295668)_ (1)#page1.tif			
source=Tinuiti-Strategy LLC-CA-Cert Copy of Articles of Org _(175295668)_ (1)#page2.tif			

OP \$65.00 87840401



**Secretary of State
Amendment to Articles of
Organization of a
Limited Liability Company (LLC)**

LLC-2

IMPORTANT — *Read Instructions* before completing this form.

Filing Fee - \$30.00

Copy Fees - First page \$1.00; each attachment page \$0.50;
Certification Fee - \$5.00

Note: You must file a Statement of Information (Form LLC-12), to change the business address(es) of the LLC or to change the name or address of the LLC's manager(s) and/or agent for service of process, which can be filed online at bizfile.sos.ca.gov.

FILED DAT
**Secretary of State
State of California**

MAY 16 2019

lec
Above Space For Office Use Only

1. LLC Exact Name (Enter the exact name on file with the California Secretary of State.)

CPC Strategy LLC

2. LLC 12-Digit Entity (File) Number (Enter the exact 12-digit Entity (File) Number issued by the California Secretary of State.)

2	0	0	7	0	4	6	1	0	2	2	1
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3. New LLC Name (If Amending) (See *Instructions* – List the proposed LLC name exactly as it is to appear on the records of the California Secretary of State. The name must contain an LLC identifier such as LLC or L.L.C. "LLC" will be added, if not included.)

Tinuiti-Strategy LLC

4. Management (If Amending) (Select only one box)

The LLC will be managed by:

One Manager

More than One Manager

All LLC Member(s)

5. Purpose Statement (Do not alter Purpose Statement.)

The purpose of the limited liability company is to engage in any lawful act or activity for which a limited liability company may be organized under the California Revised Uniform Limited Liability Company Act.

6. Additional Amendment(s) set forth on attached pages, if any, are incorporated herein by reference and made part of this Form LLC-2. (All attachments should be 8½ x 11, one-sided, legible and clearly marked as an attachment to this form LLC-2.)

Signature

By signing, I certify that the information is true and correct and that I am authorized by California law to sign.

Molly Fitzpatrick

Sign here

Molly Fitzpatrick

Print your name here



I hereby certify that the foregoing transcript of 1 page(s) is a full, true and correct copy of the original record in the custody of the California Secretary of State's office.

AUG 05 2019

Date: _____ *OPG*

Alex Padilla

ALEX PADILLA, Secretary of State

TRADEMARK

RECORDED: 08/15/2019

REEL: 006720 FRAME: 0786