

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM536897

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Elite SEM Inc.		05/16/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	TINUITI INC.		
Street Address:	142 W. 36TH STREET, FLOOR 11		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5553458	EMAIL APTITUDE	
Registration Number:	5553459	EMAIL APTITUDE	
Registration Number:	5469682	E A	
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:	08/16/2019		
Total Attachments: 3			
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Delaware

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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 "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.




Jeffrey W. Bullock, Secretary of State

6290836 8100
SR# 20194031339

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

Authentication: 202841615
Date: 05-16-19

TRADEMARK
REEL: 006722 FRAME: 0091

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.

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