

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM555636

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	12/31/2019		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jumpstart Digital Marketing, Inc.		12/19/2019	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Hearst Autos, Inc.		
Street Address:	3453 Pierce Drive		
Internal Address:	Building 1 Suite 100		
City:	Chamblee		
State/Country:	GEORGIA		
Postal Code:	30341		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3261192	JUMPSTART	
Registration Number:	3286448	JUMPSTART AUTOMOTIVE	
Serial Number:	88554730	THE WHEELHOUSE	
Serial Number:	88329772	TRUE MARKET IMPACT	
CORRESPONDENCE DATA			
Fax Number:	6462802056		
<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:	2126492056		
Email:	trademarks@hearst.com		
Correspondent Name:	Laura M. Greene		
Address Line 1:	300 West 57th Street		
Address Line 4:	New York, NEW YORK 10019		
NAME OF SUBMITTER:	Laura M. Greene		
SIGNATURE:	/Laura M. Greene/		
DATE SIGNED:	01/02/2020		

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Total Attachments: 3

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FILED
Secretary of State
State of California

DEC 23 2019

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EFFECTIVE
DATE

Page 1

DEC 31 2019

Delaware

The First State

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 MERGER, WHICH MERGES:

JUMPSTART DIGITAL MARKETING, INC., A CALIFORNIA CORPORATION,

WITH AND INTO "HEARST AUTOS, INC." UNDER THE NAME OF "HEARST AUTOS, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE ON THE TWENTIETH DAY OF DECEMBER, A.D. 2019, AT 11:52 O'CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2019 AT 5 O'CLOCK P.M.



Jeffrey W. Bullock
Jeffrey W. Bullock, Secretary of State

5977368 8100M
SR# 20198786146

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

Authentication: 204274358
Date: 12-20-19

TRADEMARK
REEL: 006829 FRAME: 0616

D1546644

State of Delaware
Secretary of State
Division of Corporations
Delivered 11:52 AM 12/20/2019
FILED 11:52 AM 12/20/2019
SR 20198786146 - File Number 5977368

CERTIFICATE OF MERGER

of

JUMPSTART DIGITAL MARKETING, INC.

with and into

HEARST AUTOS, INC.

Pursuant to Title 8, Section 252 of the Delaware General Corporation Law the undersigned corporation executed the following Certificate of Merger:

FIRST: The name of the surviving corporation is Hearst Autos, Inc., a Delaware corporation, and the name of the corporation being merged into this surviving corporation is Jumpstart Digital Marketing, Inc., a California corporation.

SECOND: The Agreement and Plan of Merger has been approved, adopted, certified, executed and acknowledged by each of the constituent corporations in accordance with the laws under which each corporation is formed.

THIRD: The name of the surviving corporation is Hearst Autos, Inc., a Delaware corporation.

FOURTH: The Certificate of Incorporation of the surviving corporation shall be its Certificate of Incorporation.

FIFTH: The authorized stock and par value of Jumpstart Digital Marketing, Inc., the non-Delaware corporation, is 1,000 common shares, par value \$1.00 per share.

SIXTH: The merger is to become effective on December 31, 2019 at 5:00 p.m. EST.

SEVENTH: The executed Agreement and Plan of Merger is on file at 300 West 57th Street, New York, NY 10019, an office of the surviving corporation.

EIGHTH: A copy of the Agreement and Plan of Merger will be furnished by the surviving corporation, on request, without cost, to any stockholder of the constituent corporations.

IN WITNESS WHEREOF, the surviving corporation has caused this certificate to be signed by an authorized officer on the 19th day of December, 2019.

HEARST AUTOS, INC.

By: Catherine A. Boston
Name: Catherine A. Boston
Title: Secretary

[Faint text and circular stamp]

0105 19 2019

[Handwritten signature]
0105 19 2019



I hereby certify that the foregoing transcript of 2 page(s) is a full, true and correct copy of the original record in the custody of the California Secretary of State's office.

DEC 24 2019

Date: _____

KM

A handwritten signature in black ink that reads "Alex Padilla".

ALEX PADILLA, Secretary of State

TRADEMARK