

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM565033

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	02/26/2020		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Two West, LLC		01/28/2020	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Goble & Associates, LLC		
Street Address:	1 East Wacker Drive, Suite 3200		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60601		
Entity Type:	Limited Liability Company: ILLINOIS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4944559	COMPASS MARKETING INTELLIGENCE TOOL	
Registration Number:	5168278	LOCALWAVE	
Registration Number:	5091236	LOCALWAVE	
Registration Number:	4580436	RETAIL ARCHETYPES	
CORRESPONDENCE DATA			
Fax Number:			
<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:	(734)418-4288		
Email:	trademark@honigman.com		
Correspondent Name:	Julie E. Reitz		
Address Line 1:	Honigman LLP		
Address Line 2:	39400 Woodward Ave., Suite 101		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304-5151		
ATTORNEY DOCKET NUMBER:	260470-377239		
NAME OF SUBMITTER:	Julie E. Reitz		
SIGNATURE:	/Julie E. Reitz/		
DATE SIGNED:	03/03/2020		

CH \$115.00 4944559

Total Attachments: 8

source=G&A Associates LLC merger#page1.tif

source=G&A Associates LLC merger#page2.tif

source=G&A Associates LLC merger#page3.tif

source=G&A Associates LLC merger#page4.tif

source=G&A Associates LLC merger#page5.tif

source=G&A Associates LLC merger#page6.tif

source=G&A Associates LLC merger#page7.tif

source=G&A Associates LLC merger#page8.tif



Office of the Secretary of State

CERTIFICATE OF MERGER

The undersigned, as Secretary of State of Texas, hereby certifies that a filing instrument merging

WaveMaker Labs, LLC
Foreign Limited Liability Company (LLC)
Missouri, USA
[Entity not of Record, Filing Number Not Available]

McCormick Advertising Company, LLC
Domestic Limited Liability Company (LLC)
[File Number: 802407545]

JAM Associates, LLC
Foreign Limited Liability Company (LLC)
California, USA
[Entity not of Record, Filing Number Not Available]

Ymarketing, LLC
Foreign Limited Liability Company (LLC)
California, USA
[Entity not of Record, Filing Number Not Available]

JLM 1926 Holdings, LLC
Domestic Limited Liability Company (LLC)
[File Number: 802407551]

Two West, LLC
Foreign Limited Liability Company (LLC)
Missouri, USA
[Entity not of Record, Filing Number Not Available]

Into

Goble & Associates, LLC
Foreign Limited Liability Company (LLC)
Illinois, USA
[Entity not of Record, Filing Number Not Available]

has been received in this office and has been found to conform to law.

Come visit us on the internet at <https://www.sos.texas.gov/>

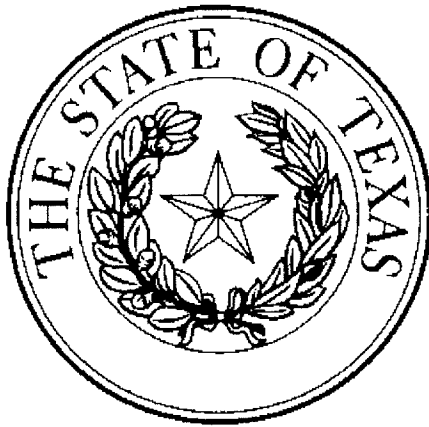


Office of the Secretary of State

Accordingly, the undersigned, as Secretary of State, and by the virtue of the authority vested in the secretary by law, hereby issues this certificate evidencing the acceptance and filing of the merger on the date shown below.

Dated: 02/26/2020

Effective: 02/26/2020



A handwritten signature in black ink, appearing to read "Ruth R. Hughs".

Ruth R. Hughs
Secretary of State

Form 622
(Revised 12/15)
Return in duplicate to:
Secretary of State
P.O. Box 13697
Austin, TX 78711-3697
512 463-5555
FAX: 512 463-5709
Filing Fee: see instructions



**Certificate of Merger
Combination Merger
Business Organizations Code**

This space reserved for office use.

FILED
**In the Office of the
Secretary of State of Texas**

FEB 26 2020

Corporations Section

Parties to the Merger

Pursuant to chapter 10 of the Texas Business Organizations Code, and the title applicable to each domestic filing entity identified below, the undersigned parties submit this certificate of merger.

The name, organizational form, state of incorporation or organization, and file number, if any, issued by the secretary of state for each organization that is a party to the merger are as follows:

Party 1

JLM 1926 Holdings, LLC

Name of Organization

The organization is a limited liability company It is organized under the laws of
Specify organizational form (e.g., for-profit corporation)

TX USA The file number, if any, is 802407551
State Country Texas Secretary of State file number

Its principal place of business is 1 East Wacker Drive; #3200 Chicago IL
Address City State

The organization will survive the merger. The organization will not survive the merger.

The plan of merger amends the name of the organization. The new name is set forth below.

Name as Amended

Party 2

McCormick Advertising Company, LLC

Name of Organization

The organization is a limited liability company It is organized under the laws of
Specify organizational form (e.g., for-profit corporation)

TX USA The file number, if any, is 802407545
State Country Texas Secretary of State file number

Its principal place of business is 1 East Wacker Drive; #3200 Chicago IL
Address City State

The organization will survive the merger. The organization will not survive the merger.

The plan of merger amends the name of the organization. The new name is set forth below.

Name as Amended

Party 3

Goble & Associates, LLC

Name of Organization

The organization is a limited liability company It is organized under the laws of
Specify organizational form (e.g., for-profit corporation)

Attachment to Certificate of Merger
Form 622
JLM 1926 Holdings, LLC

Additional non-Texas entities, parties to the merger:

Party 4

JAM Associates, LLC, a limited liability company organized under the laws of the State of California, USA. No file number has been assigned by the Texas Secretary of State. Its principal place of business is 1 East Wacker Drive; #3200, Chicago, IL. The organization will not survive the merger.

Party 5

Two West, LLC, a limited liability company organized under the laws of the State of Missouri, USA. No file number has been assigned by the Texas Secretary of State. Its principal place of business is 1 East Wacker Drive; #3200, Chicago, IL. The organization will not survive the merger.

Party 6

WaveMaker Labs, LLC, a limited liability company organized under the laws of the State of Missouri, USA. No file number has been assigned by the Texas Secretary of State. Its principal place of business is 1 East Wacker Drive; #3200, Chicago, IL. The organization will not survive the merger.

Party 7

Ymarketing, LLC, a limited liability company organized under the laws of the State of California, USA. No file number has been assigned by the Texas Secretary of State. Its principal place of business is 1 East Wacker Drive; #3200, Chicago, IL. The organization will not survive the merger.

IL USA The file number, if any, is n/a
State Country Texas Secretary of State file number
Its principal place of business is 1 East Wacker Drive; #3200 Chicago IL
Address City State

- The organization will survive the merger. The organization will not survive the merger.
 The plan of merger amends the name of the organization. The new name is set forth below.

Name as Amended

Plan of Merger

- The plan of merger is attached.
If the plan of merger is not attached, the following statements must be completed.

Alternative Statements

Instead of providing the plan of merger, each domestic filing entity certifies that:

1. A plan of merger is on file at the principal place of business of each surviving, acquiring, or new domestic entity or non-code organization that is named in this form as a party to the merger or an organization created by the merger.
2. On written request, a copy of the plan of merger will be furnished without cost by each surviving, acquiring, or new domestic entity or non-code organization to any owner or member of any domestic entity that is a party to or created by the plan of merger and, if the certificate of merger identifies multiple surviving domestic entities or non-code organizations, to any creditor or obligee of the parties to the merger at the time of the merger if a liability or obligation is then outstanding.

Item 3A is the default selection. If the merger effected an amendment to, a restatement of, or an amendment and restatement of the certificate of formation of a surviving filing entity, you must select and complete one of the options shown below. Options 3B and 3C require the submission of the described attachment.

- 3A. No amendments to the certificate of formation of any surviving filing entity that is a party to the merger are effected by the merger.
- 3B. No amendments to the certificate of formation of any filing entity are being effected by the merger or by the restated certificate of formation of the surviving filing entity named in the attached restated certificate of formation.
- 3C. The plan of merger effected an amendment and restatement of the certificate of formation of a surviving filing entity. The amendments being made and the name of the surviving entity restating its certificate of formation are set forth in the attached restated certificate of formation containing amendments.
- 3D. The plan of merger effected amendments or changes to the following surviving filing entity's certificate of formation.

Name of filing entity effecting amendments
The changes or amendments to the filing entity's certificate of formation, other than the name change noted previously, are stated below.

Amendment Text Area

4. Organizations Created by Merger

The name, jurisdiction of organization, principal place of business address, and entity description of each entity or other organization to be created pursuant to the plan of merger are set forth below. The certificate of formation of each new domestic filing entity to be created is being filed with this certificate of merger.

Name of New Organization 1 *Jurisdiction* *Entity Type (See instructions)*

Principal Place of Business Address *City* *State* *Zip Code*

Name of New Organization 2 *Jurisdiction* *Entity Type (See instructions)*

Principal Place of Business Address *City* *State* *Zip Code*

Name of New Organization 3 *Jurisdiction* *Entity Type (See instructions)*

Principal Place of Business Address *City* *State* *Zip*

Approval of the Plan of Merger

The plan of merger has been approved as required by the laws of the jurisdiction of formation of each organization that is a party to the merger and by the governing documents of those organizations.

The approval of the owners or members of _____
Name of domestic entity
was not required by the provisions of the BOC.

Effectiveness of Filing (Select either A, B, or C.)

A. This document becomes effective when the document is accepted and filed by the secretary of state.

B. This document becomes effective at a later date, which is not more than ninety (90) days from the date of signing. The delayed effective date is: _____

C. This document takes effect on the occurrence of the future event or fact, other than the passage of time. The 90th day after the date of signing is: _____

The following event or fact will cause the document to take effect in the manner described below:

Text Area

[Empty rectangular box for text entry]

Tax Certificate

- Attached hereto is a certificate from the comptroller of public accounts that all taxes under title 2, Tax Code, have been paid by the non-surviving filing entity.
- Instead of providing the tax certificate, one or more of the surviving, acquiring or newly created organizations will be liable for the payment of the required franchise taxes.

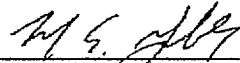
Execution

The undersigned signs this document subject to the penalties imposed by law for the submission of a materially false or fraudulent instrument. The undersigned certifies that the statements contained herein are true and correct, and that the person signing is authorized under the provisions of the Business Organizations Code, or other law applicable to and governing the merging entity, to execute the filing instrument.

Date: January 28, 2020

JLM 1926 Holdings, LLC

Merging Entity Name



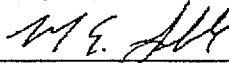
Signature of authorized person (see instructions)

Mark E. Goble, CEO

Printed or typed name of authorized person

McCormick Advertising Company, LLC

Merging Entity Name



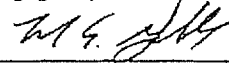
Signature of authorized person (see instructions)

Mark E. Goble, CEO

Printed or typed name of authorized person

Goble & Associates, LLC

Merging Entity Name



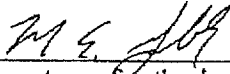
Signature of authorized person (see instructions)

Mark E. Goble, CEO

Printed or typed name of authorized person

Dated: January 28, 2020

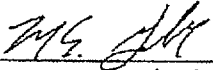
JAM Associates, LLC
Merging Entity Name



Signature of authorized person

Mark E. Goble, CEO
Name of authorized person

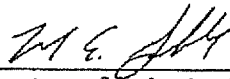
Two West, LLC
Merging Entity Name



Signature of authorized person

Mark E. Goble, CEO
Name of authorized person

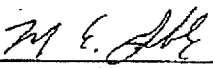
WaveMaker Labs, LLC
Merging Entity Name



Signature of authorized person

Mark E. Goble, CEO
Name of authorized person

Ymarketing, LLC
Merging Entity Name



Signature of authorized person

Mark E. Goble, CEO
Name of authorized person