

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM568205

<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>
AXA Equitable Holdings, Inc.		01/06/2020	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Equitable Holdings, Inc.		
<b>Street Address:</b>	1290 Avenue of the Americas		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10104		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 19</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88266790	EQ ADVISORS	
<b>Serial Number:</b>	88217984	EQ ADVISORS	
<b>Serial Number:</b>	88266786	EQ WEALTH MANAGEMENT	
<b>Serial Number:</b>	88217981	EQ WEALTH MANAGEMENT	
<b>Serial Number:</b>	88046136	EQUITABLE	
<b>Serial Number:</b>	88266782	EQUITABLE ADVISORS	
<b>Serial Number:</b>	88217971	EQUITABLE ADVISORS	
<b>Serial Number:</b>	88217979	EQUITABLE	
<b>Serial Number:</b>	88690940	EQUITABLE EXCELLENCE	
<b>Serial Number:</b>	88690937	EQUITABLE EXCELLENCE PROGRAM	
<b>Serial Number:</b>	88690947	EQUITABLE EXCELLENCE SCHOLARSHIP	
<b>Serial Number:</b>	88046389	EQUITABLE FINANCIAL	
<b>Serial Number:</b>	88217966	EQUITABLE FINANCIAL	
<b>Serial Number:</b>	88046506	EQUITABLE HOLDINGS	
<b>Serial Number:</b>	88217938	EQUITABLE HOLDINGS	
<b>Serial Number:</b>	88266783	EQUITABLE WEALTH MANAGEMENT	
<b>Serial Number:</b>	88217974	EQUITABLE WEALTH MANAGEMENT	
<b>Serial Number:</b>	88046259	THE EQUITABLE	
<b>Serial Number:</b>	88676700	YOUR TRUTH IS OUR GUIDE	

OP \$490.00 88266790

**CORRESPONDENCE DATA****Fax Number:**

*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.*

**Phone:** 2129800120  
**Email:** pto@fkks.com  
**Correspondent Name:** Catherine M.C. Farrelly  
**Address Line 1:** 28 Liberty Street  
**Address Line 4:** New York, NEW YORK 10005

<b>NAME OF SUBMITTER:</b>	CATHERINE M.C. FARRELLY
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<b>SIGNATURE:</b>	/cmcf/
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<b>DATE SIGNED:</b>	03/19/2020
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**Total Attachments: 3**

source=AXA Equitable Holdings - Certificate of Amendment - Certificate of Incorporation - Name Change Eff. 1.13.2020#page1.tif

source=AXA Equitable Holdings - Certificate of Amendment - Certificate of Incorporation - Name Change Eff. 1.13.2020#page2.tif

source=AXA Equitable Holdings - Certificate of Amendment - Certificate of Incorporation - Name Change Eff. 1.13.2020#page3.tif

# Delaware

The First State

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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 "AXA EQUITABLE HOLDINGS, INC.", CHANGING ITS NAME FROM "AXA EQUITABLE HOLDINGS, INC." TO "EQUITABLE HOLDINGS, INC", FILED IN THIS OFFICE ON THE SIXTH DAY OF JANUARY, A.D. 2020, AT 7:57 O`CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF AMENDMENT IS THE THIRTEENTH DAY OF JANUARY, A.D. 2020 AT 5:01 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

3660236 8100  
SR# 20200066951

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

Authentication: 202121380  
Date: 01-06-20

**TRADEMARK**  
**REEL: 006897 FRAME: 0112**

**CERTIFICATE OF AMENDMENT**  
**OF**  
**CERTIFICATE OF INCORPORATION**  
**OF**  
**AXA EQUITABLE HOLDINGS, INC.**

AXA Equitable Holdings, Inc. (the "Corporation"), a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (as amended from time to time, the "DGCL"), does hereby certify:

**FIRST:** The name of the corporation is AXA Equitable Holdings, Inc.

**SECOND:** The Certificate of Incorporation is hereby amended by deleting Article First in its entirety and inserting the following in lieu thereof:

Article First


The name of the Corporation is Equitable Holdings, Inc.

**THIRD:** The amendment of the Certificate of Incorporation of the Corporation has been duly adopted in accordance with the provisions of Section 242 of the DGCL, the Board of Directors of the Corporation having duly adopted resolutions setting forth such amendment, declaring its advisability and consenting thereto, to be effective January 13, 2020 at 5:01 p.m. Eastern Standard Time.

*[Remainder of this page has been left blank intentionally]*

IN WITNESS WHEREOF, the undersigned officer of the Corporation has executed this Certificate of Amendment on the 19<sup>th</sup> day of December, 2019.

AXA EQUITABLE HOLDINGS, INC.

By:  \_\_\_\_\_

Name: Mark Pearson

Title: Chief Executive Officer