

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM630752

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	MERGER AND CHANGE OF NAME
EFFECTIVE DATE:	11/25/2020
RESUBMIT DOCUMENT ID:	900583910
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Proactive Dealer Solutions, LLC		11/25/2020	Limited Liability Company: NORTH CAROLINA

NEWLY MERGED ENTITY DATA

Name	Execution Date	Entity Type
PDS Opco, LLC	11/25/2020	Limited Liability Company: DELAWARE

MERGED ENTITY'S NEW NAME (RECEIVING PARTY)

Name:	Proactive Dealer Solutions, LLC
Street Address:	12125 Herbert Wayne Ct., Suite 150
City:	Huntersville
State/Country:	NORTH CAROLINA
Postal Code:	28078
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	5196637	BUSINESS DEVELOPMENT INDEX (BDI)
Registration Number:	5097103	LOT WATCH FLOOR TRAFFIC ANALYTICS
Registration Number:	5080674	BDC CENTRAL PROCESS DRIVEN SUCCESS
Registration Number:	5039032	PROACTIVE DEALER SOLUTIONS
Serial Number:	88628065	CALLERCX
Serial Number:	88850413	WE ARE MODERN RETAILING

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: 8286122121

Email: gregghuffman@ascensionlawnc.com

TRADEMARK

Correspondent Name: Gregory D. Huffman
Address Line 1: 5821 Fairview Rd, Suite 500
Address Line 4: Charlotte, NORTH CAROLINA 28209

NAME OF SUBMITTER: Gregory D. Huffman

SIGNATURE: /Gregory D. Huffman/

DATE SIGNED: 03/09/2021

Total Attachments: 2

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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 MERGER, WHICH MERGES:

"PROACTIVE DEALER HOLDINGS, LLC", A NORTH CAROLINA CORPORATION,

WITH AND INTO "PDS OPCO, LLC" UNDER THE NAME OF "PROACTIVE DEALER SOLUTIONS, LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE ON THE TWENTY-FOURTH DAY OF NOVEMBER, A.D. 2020, AT 8:38 O`CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE TWENTY-FIFTH DAY OF NOVEMBER, A.D. 2020.




Jeffrey W. Bullock, Secretary of State

4131012 8100M
SR# 20208478431

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

Authentication: 204160932
Date: 11-24-20

TRADEMARK
REEL: 007215 FRAME: 0681

STATE OF DELAWARE

CERTIFICATE OF MERGER OF A FOREIGN LIMITED LIABILITY COMPANY
INTO A DOMESTIC LIMITED LIABILITY COMPANY

Pursuant to Title 6, Section 18-209 of the Delaware Limited Liability Company Act.

FIRST: The name and state of formation of each party to the merger is:

- "PDS Opco, LLC", a Delaware limited liability company and
- "Proactive Dealer Holdings, LLC", a North Carolina limited liability company.

SECOND: An Agreement of Merger has been approved and executed by both entities.

THIRD: The name of the surviving entity is PDS Opco, LLC, which shall herewith be changed to Proactive Dealer Solutions, LLC, a Delaware limited liability company (the "Surviving Entity").

FOURTH: The amendment in the Certificate of Formation of PDS Opco, LLC, a Delaware limited liability company, that was presented to and approved by the entities shall be effected by the merger and shall read as follows:

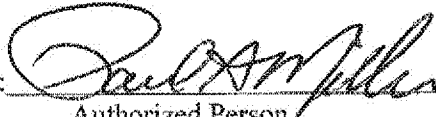
"First: The name of the limited liability company is Proactive Dealer Solutions, LLC."

FIFTH: The executed Merger Agreement is on file at 12125 Herbert Wayne Ct., Suite 150, Huntersville NC 28078, the principal place of business of the Surviving Entity.

SIXTH: A copy of the Merger Agreement will be furnished by the Surviving Entity, on request and without cost, to any member of the Limited Liability Company or any person holding an interest in any other business entity which is to merge or consolidate.

SEVENTH: The merger shall become effective November 25, 2020.

IN WITNESS WHEREOF, said Limited Liability Company has caused this certificate to be signed by an authorized person, this 24th day of November, 2020.

By: 
Authorized Person
Name: Paul A. Miller
Print or Type