

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM637808

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	12/31/2020
RESUBMIT DOCUMENT ID:	900599970

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Strativity Group, LLC		12/01/2020	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Kelton Research, LLC
Street Address:	1900 Avenue of the Stars
Internal Address:	Suite 1600
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90067
Entity Type:	Limited Liability Company: CALIFORNIA

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	5335702	BE. LEAD. DO!
Registration Number:	5335701	BE. LEAD. DO!
Registration Number:	4936468	CX MASTERS
Registration Number:	4959817	CX MASTERS
Registration Number:	5801171	FUTURE READY IMPACT
Registration Number:	5713142	TOUCHPOINT DASHBOARD
Registration Number:	4775309	UNLOCK EXCEPTIONAL
Registration Number:	4820600	STRATIVITY
Registration Number:	4820599	STRATIVITY

CORRESPONDENCE DATA

Fax Number: 3125691000

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: 3125691459

Email: linda.prainito@faegredrinker.com

Correspondent Name: Faegre Drinker Biddle & Reath LLP

TRADEMARK

Address Line 1: 191 North Wacker Drive
Address Line 2: c/o Melissa S. Dillenbeck, Esq.
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER: STRA-KELTON070371.260520

NAME OF SUBMITTER: Linda A. Prainito

SIGNATURE: /Linda A. Prainito/

DATE SIGNED: 04/08/2021

Total Attachments: 3

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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:

"STRATIVITY GROUP, LLC", A DELAWARE LIMITED LIABILITY COMPANY,

WITH AND INTO "KELTON RESEARCH , LLC" UNDER THE NAME OF "KELTON RESEARCH , LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF CALIFORNIA, AS RECEIVED AND FILED IN THIS OFFICE ON THE TWENTY-SECOND DAY OF DECEMBER, A.D. 2020, AT 2:23 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

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SR# 20208732231

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

Authentication: 202229756
Date: 01-06-21

TRADEMARK
REEL: 007245 FRAME: 0203

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

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

First: The name of the surviving Limited Liability Company is Kelton Research, LLC, a Foreign Limited Liability Company.

Second: The jurisdiction in which this Limited Liability Company was formed is California.

Third: The name of the Limited Liability Company being merged into the Limited Liability Company is Strativity Group, LLC, a Delaware Limited Liability Company.

Fourth: The agreement of merger or consolidation has been approved and executed by each of the business entities which is to merge or consolidate.

Fifth: The name of the surviving foreign Limited Liability Company is Kelton Research, LLC.


Sixth: An agreement of merger or consolidation is on file at a place of business of the surviving foreign limited Liability Company and the address thereof is 1900 Ave of the Stars, 16th Floor, Los Angeles, CA 90067.

Seventh: A copy of the agreement of merger or consolidation will be furnished by the surviving foreign limited liability company, on request and without cost, to any member of any domestic limited liability company or any person holding an interest in any other business entity which is to merge or consolidate.

Eighth: The surviving foreign Limited Liability Company agrees that it may be served with process in the State of Delaware in any action, suit or proceeding for the enforcement of any obligation of any domestic limited liability company which is to merge or consolidate, irrevocably appointing the Secretary of State as its agent to accept service of process in any such action, suit or proceeding and the address to which a copy of such process shall be mailed to by the Secretary of State is 1900 Ave of the Stars, 16th Floor, Los Angeles, CA 90067.

Ninth: The effective date of this merger shall be December 31, 2020.

IN WITNESS WHEREOF, said Limited Liability Company has caused this certificate to be signed by its authorized person, this 1st day of December, A.D., 2020.

By: 
Authorized Person

Name: Material Holdings, LLC, Manager of Strativity Group,
Print or type LLC, - by Catherine Lindquist, CFO