

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM640327

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ENTITY CONVERSION

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Valpak Direct Marketing Systems, Inc,		11/12/2020	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	Valpak Direct Marketing Systems, LLC
Street Address:	1 Valpak Avenue North
City:	St. Petersburg
State/Country:	FLORIDA
Postal Code:	33716
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 34

Property Type	Number	Word Mark
Registration Number:	1605872	AMERICA'S FAVORITE MAIL
Registration Number:	2624948	CONNECTING ADVERTISERS WITH AUDIENCES
Registration Number:	2639531	CONNECTING AUDIENCES WITH ADVERTISERS
Registration Number:	2936080	COUPON U
Registration Number:	1609381	COUPON UNIVERSITY
Registration Number:	1716606	CU
Registration Number:	1635692	NEIGHBORHOOD TRADE AREA
Registration Number:	3636640	NEIGHBORSNEXT
Registration Number:	1634955	NTA
Registration Number:	4835329	OPEN THE NEIGHBORHOOD
Registration Number:	4812151	OPEN THE NEIGHBORHOOD
Registration Number:	4090248	OPINION CONNECTION
Registration Number:	5044753	PAK-TRAK
Registration Number:	4302848	SAVINGS BEYOND THE ENVELOPE
Registration Number:	5296010	SKULOCAL
Registration Number:	5296013	SKULOCAL
Registration Number:	1808602	SOLO VALUES
Registration Number:	2296207	SOLO VALUES
Registration Number:	3568390	THE BLUE ENVELOPE

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	2474754	THE POWER OF THE MAILBOX
Registration Number:	2358701	THERE'S SOMETHING IN IT FOR YOU
Registration Number:	2585359	VALPAK
Registration Number:	3080040	VALPAK
Registration Number:	1289322	VAL-PAK
Registration Number:	2274521	VAL-PAK
Registration Number:	6058852	VALPAK
Serial Number:	88395593	VALPAK PLUSONE
Registration Number:	3113648	VALPAK UNIVERSITY
Registration Number:	2504294	VALPAK.COM
Serial Number:	88635670	VALPAKRX
Registration Number:	6247307	VALPAKRX
Registration Number:	1648295	VALUE-PAK
Registration Number:	2461053	VALUE-PAK
Registration Number:	2312368	VPOFFICE

CORRESPONDENCE DATA

Fax Number: 3122367516

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: 312 368 4000

Email: sheila.brown@dlapiper.com

Correspondent Name: Michael A. Geller, DLA Piper LLP (US)

Address Line 1: P.O. Box 64807

Address Line 4: Chicago, ILLINOIS 60664-0807

NAME OF SUBMITTER:	Michael A. Geller
SIGNATURE:	/Michael Geller/
DATE SIGNED:	04/19/2021

Total Attachments: 4

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Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "VALPAK DIRECT MARKETING SYSTEMS, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "VALPAK DIRECT MARKETING SYSTEMS, INC." TO "VALPAK DIRECT MARKETING SYSTEMS, LLC", FILED IN THIS OFFICE ON THE FOURTEENTH DAY OF DECEMBER, A.D. 2020, AT 1:13 O`CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE TWENTY-SIXTH DAY OF DECEMBER, A.D. 2020.




Jeffrey W. Bullock, Secretary of State

2097191 8100V
SR# 20208642135

Authentication: 204356987
Date: 12-17-20

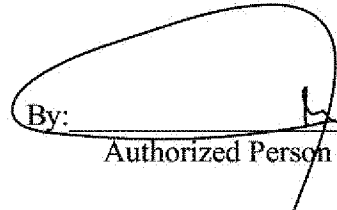
You may verify this certificate online at corp.delaware.gov/authver.shtml

TRADEMARK
REEL: 007263 FRAME: 0763

STATE OF DELAWARE CERTIFICATE
OF CONVERSION
FROM A CORPORATION TO A
LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY ACT

- 1.) The jurisdiction where the Corporation first formed is Delaware.
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware.
- 3.) The date the corporation first formed is 07/25/1986.
- 4.) The name of the Corporation immediately prior to filing this Certificate is Valpak Direct Marketing Systems, Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of Formation is Valpak Direct Marketing Systems, LLC.
- 6.) The effective date of the Conversion shall be December 26, 2020.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 12th day of November A.D. 2020.

By:  _____
Authorized Person

Name: Justin Maroldi _____
Print or Type

Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF FORMATION OF "VALPAK DIRECT MARKETING SYSTEMS, LLC" FILED IN THIS OFFICE ON THE FOURTEENTH DAY OF DECEMBER, A.D. 2020, AT 1:13 O`CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF FORMATION IS THE TWENTY-SIXTH DAY OF DECEMBER, A.D. 2020.




Jeffrey W. Bullock, Secretary of State

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SR# 20208642135

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

Authentication: 204356987
Date: 12-17-20

TRADEMARK
REEL: 007263 FRAME: 0765

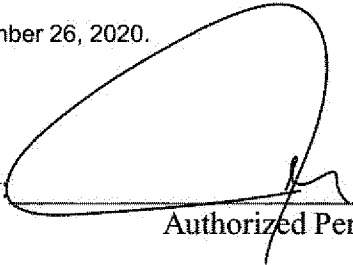
STATE OF DELAWARE
CERTIFICATE OF FORMATION
OF LIMITED LIABILITY COMPANY

The undersigned authorized person, desiring to form a limited liability company pursuant to the Limited Liability Company Act of the State of Delaware, hereby certifies as follows:

1. The name of the limited liability company is Valpak Direct Marketing Systems, LLC

2. The Registered Office of the limited liability company in the State of Delaware is located at 1209 Orange Street (street), in the City of Wilmington, Zip Code 19801. The name of the Registered Agent at such address upon whom process against this limited liability company may be served is The Corporation Trust Company

3. The effective date of the Formation shall be December 26, 2020.

By  _____
Authorized Person

Name: Justin Maroldi

Print or Type