

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM645402

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ENTITY CONVERSION		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Planogram, Inc.		12/31/2020	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Planogram, LLC		
<b>Street Address:</b>	3636 Executive Center Drive		
<b>Internal Address:</b>	Suite 150		
<b>City:</b>	Austin		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78731		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5562361	STYLELINK.IT	
<b>Registration Number:</b>	5820691	PLANOLY	
<b>Registration Number:</b>	5878855	STORIES EDIT	
<b>Serial Number:</b>	88728401	SIMPLIFYING SOCIAL MARKETING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3032912400		
<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>			
<b>Phone:</b>	303-291-2300		
<b>Email:</b>	pctrademarks@perkinscoie.com		
<b>Correspondent Name:</b>	Sabrina J. Danielson		
<b>Address Line 1:</b>	PO Box 2608		
<b>Address Line 4:</b>	Seattle, WASHINGTON 98111		
<b>ATTORNEY DOCKET NUMBER:</b>	137995.4001		
<b>NAME OF SUBMITTER:</b>	Sabrina J. Danielson		
<b>SIGNATURE:</b>	/Sabrina J. Danielson/		
<b>DATE SIGNED:</b>	05/10/2021		
<b>Total Attachments: 4</b>			

OP \$115.00 5562361

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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 "PLANOGRAM, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "PLANOGRAM, INC." TO "PLANOGRAM, LLC", FILED IN THIS OFFICE ON THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2020, AT 7:05 O`CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE FIRST DAY OF JANUARY, A.D. 2021.



  
Jeffrey W. Bullock, Secretary of State

5852331 8100V  
SR# 20211570976

Authentication: 203115794  
Date: 05-03-21

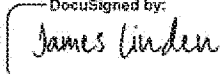
You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

**TRADEMARK**  
**REEL: 007286 FRAME: 0375**

**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 the State of Delaware.
2. The jurisdiction immediately prior to filing this Certificate is the State of Delaware.
3. The date the Corporation first formed is September 18, 2015.
4. The name of the Corporation immediately prior to filing this Certificate is Planogram, Inc.
5. The name of the Limited Liability Company as set forth in the Certificate of Formation is Planogram, LLC.
6. The effective date of this Certificate is January 1, 2021.

IN WITNESS WHEREOF, the undersigned has executed this Certificate December 31, 2020.

By:   
James Linden, Treasurer

# Delaware


The First State

Page 1

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 FORMATION OF "PLANOGRAM, LLC", FILED IN THIS OFFICE ON THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2020, AT 7:05 O`CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF FORMATION IS THE FIRST DAY OF JANUARY, A.D. 2021.



  
Jeffrey W. Bullock, Secretary of State

5852331 8100  
SR# 20211570976

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

Authentication: 203115795  
Date: 05-03-21

**TRADEMARK**  
**REEL: 007286 FRAME: 0377**

**CERTIFICATE OF FORMATION**  
**OF**  
**PLANOGRAM, LLC**

This Certificate of Formation of **Planogram, LLC** (the "Company"), dated December 31, 2020, is being duly executed and filed by the undersigned, as an authorized person, to form a limited liability company pursuant to the Delaware Limited Liability Company Act (6 Del. C. § 18-101 et. seq.).

**FIRST.** The name of the limited liability company formed hereby is:

**Planogram, LLC**

**SECOND.** The address of its registered office in the State of Delaware is: Corporation Service Company, 251 Little Falls Drive, in the City of Wilmington, County of New Castle, Delaware 19808. The name of its Registered Agent at such address is Corporation Service Company.

**THIRD.** The effective date of formation of the Company is January 1, 2021.

**IN WITNESS WHEREOF**, the undersigned has executed this Certificate of Formation as of the date first above written.

DocuSigned by:

*James Linden*

BAE02784E304485

James Linden

Treasurer