

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM645435

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the U.S. Registration Number 3858573 to 3958573 previously recorded on Reel 006700 Frame 0539. Assignor(s) hereby confirms the Merger and Change of Name.		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Collective Bias, Inc.		12/20/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Inmar Brand Solutions, Inc.		
Street Address:	635 Vine Street		
City:	Winston-Salem		
State/Country:	NORTH CAROLINA		
Postal Code:	27101		
Entity Type:	Corporation: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3958573	SOCIAL FABRIC	
CORRESPONDENCE DATA			
Fax Number:	3366077500		
<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>			
Phone:	3366077300		
Email:	tmadmin@kilpatricktownsend.com		
Correspondent Name:	Laura Miller		
Address Line 1:	1100 Peachtree Street, Suite 2800		
Address Line 2:	Mailstop: IP Docketing - 22		
Address Line 4:	Atlanta, GEORGIA 30309		
NAME OF SUBMITTER:	Laura Miller, NC Bar Member		
SIGNATURE:	/laura miller/		
DATE SIGNED:	05/10/2021		
Total Attachments: 4			
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OP \$40.00 3958573

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
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ETAS ID: TM533073

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER AND CHANGE OF NAME
EFFECTIVE DATE:	12/31/2018

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Collective Bias, Inc.		12/20/2018	Corporation: DELAWARE

NEWLY MERGED ENTITY DATA

Name	Execution Date	Entity Type
Carolina Manufacturer's Services, Inc.	12/20/2018	Corporation: NORTH CAROLINA

MERGED ENTITY'S NEW NAME (RECEIVING PARTY)

Name:	Inmar Brand Solutions, Inc.
Street Address:	635 Vine Street
City:	Winston-Salem
State/Country:	NORTH CAROLINA
Postal Code:	27101
Entity Type:	Corporation: NORTH CAROLINA

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	4689954	
Registration Number:	4673015	COLECTIVALATINA
Registration Number:	4217753	COLLECTIVE BIAS
Serial Number:	87748148	PIQ
Serial Number:	87748144	PRESCRIPTIVEIQ
Registration Number:	4848335	SHOPPER SOCIAL MEDIA
Registration Number:	4689938	SOFAB CHATS
Registration Number:	4741837	SOFAB CONNECT
Registration Number:	5254745	SOFAB FOOD
Registration Number:	5301796	SOFAB PERKS
Registration Number:	4576486	SOFAB U
Registration Number:	4664836	SOFAB UNIVERSITY
Registration Number:	5147755	SOFABFOOD
Registration Number:	4934104	SOFABU ON THE ROAD

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4650509	
Registration Number:	4680891	U
Registration Number:	4452391	AISLE SHARE
Registration Number:	4448846	CB SOCIALLY
Registration Number:	3858573	

CORRESPONDENCE DATA

Fax Number: 3366077500

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: 336-607-7300

Email: tadmin@kilpatricktownsend.com

Correspondent Name: Laura Miller

Address Line 1: 1100 Peachtree Street, Suite 2800

Address Line 2: Mailstop: IP Docketing - 22

Address Line 4: Atlanta, GEORGIA 30309

NAME OF SUBMITTER:	Laura Miller, Attorney of Record
SIGNATURE:	/laura miller/
DATE SIGNED:	07/23/2019

Total Attachments: 2

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**ARTICLES OF MERGER
OF
COLLECTIVE BIAS, INC.
INTO
CAROLINA MANUFACTURER'S SERVICES, INC.**

Pursuant to North Carolina General Statutes Section 55-11-05(a), the undersigned entity does hereby submit the following Articles of Merger as the surviving business entity in a merger (the "Merger") between two business entities.

1. The name of the surviving entity is Carolina Manufacturer's Services, Inc., a corporation organized under the laws of the State of North Carolina.

2. The address of the surviving entity is:

635 Vine Street
Winston-Salem, NC 27101

3. The name of the merged entity is Collective Bias, Inc., a corporation organized under the laws of the State of Delaware.

The mailing address of the merged entity is:

635 Vine Street
Winston-Salem, NC 27101

4. The Articles of Incorporation of the surviving entity shall be and hereby are amended by deleting Article 1 thereof in its entirety and substituting the following Articles therefor:

ARTICLE I.

The name of the corporation is Inmar Brand Solutions, Inc.

5. A Plan of Merger has been duly approved in the manner required by law by each of the business entities participating in the merger.
6. These Articles will be effective as of 11:59 p.m., Eastern Standard Time, on December 31, 2018.

This is the 20th day of December, 2018.

CAROLINA MANUFACTURER'S SERVICES, INC.

By: J. Andrew Austin

Name: J. Andrew Austin

Title: Assistant Secretary