

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM662211

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Creative Planning, Inc.		01/07/2020	Corporation: MISSOURI
RECEIVING PARTY DATA			
Name:	Creative Planning, LLC		
Street Address:	5454 W. 110th Street		
City:	Overland Park		
State/Country:	KANSAS		
Postal Code:	66211		
Entity Type:	Limited Liability Company: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4224634	OPTIFOUR	
CORRESPONDENCE DATA			
Fax Number:	3038393838		
<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:	3038393800		
Email:	sfaction@spencerfane.com		
Correspondent Name:	Spencer Fane LLP		
Address Line 1:	1700 Lincoln Street		
Address Line 2:	Suite 2000		
Address Line 4:	Denver, COLORADO 80203		
ATTORNEY DOCKET NUMBER:	5028265-55 DNV		
NAME OF SUBMITTER:	Michael E. Broms		
SIGNATURE:	/Michael E. Broms/		
DATE SIGNED:	07/23/2021		
Total Attachments: 4			
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STATE OF MISSOURI
CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A LIMITED LIABILITY COMPANY
PURSUANT TO SECTION 351.409 OF
THE MISSOURI GENERAL AND BUSINESS CORPORATION LAW

January 7, 2020

1. The present name of the corporation is: Creative Planning, Inc.

The name under which it was originally incorporated in the State of Missouri was:
Creative Planning, Inc.
2. The date of filing of the corporation's original articles of incorporation was: October 14, 1982.
3. The corporation shall be converted to Creative Planning, LLC, which shall be a Missouri limited liability company, and, upon the effectiveness of the conversion, all of the shares of stock of the corporation shall be converted to membership interests in such limited liability company.
4. The conversion has been approved in accordance with the provisions of Section 351.409 of The General and Business Corporation Law of Missouri.
5. The corporation hereby agrees that it may be served with process in the State of Missouri in any action, suit or proceeding for enforcement of any obligation of the corporation arising while it was a corporation of the State of Missouri and that the corporation irrevocably appoints the Secretary of State of Missouri as its agent to accept service of process in any such action, suit or proceeding. Said copy of any service shall be mailed to the corporation's registered agent, provided to:

Jim Williams
1645 NE Woodland Shores Drive
Lee's Summit, Missouri 64086

6. The effective date of this conversion is to be the date this certificate of conversion is filed with the Secretary of State of Missouri.

[Signature Page Follows]

ORI-01072020-1032 State of Missouri
No of Pages 3 Pages



Conversion - LLC/LP/LLP/LLLP

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

CREATIVE PLANNING, INC.

By: _____

Name: Peter A. Mallouk

Title: President

ARTICLES OF ORGANIZATION
OF
CREATIVE PLANNING, LLC

1. The name of the limited liability company formed hereby is Creative Planning, LLC.
2. The purpose for which the limited liability company is organized is to transact any or all lawful business for which a limited liability company may be organized under and pursuant to the Missouri Limited Liability Company Act.
3. The name and address of the limited liability company's registered agent in the State of Missouri is:

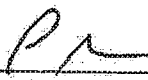
Jim Williams
1645 NE Woodland Shores Drive
Lee's Summit, Missouri 64086

4. The management of the limited liability company is vested in:
 X MANAGERS MEMBERS
5. The duration of the limited liability company shall be perpetual.
6. The name and address of the organizer are as follows:

Name	Street	City and State
Peter A. Mallouk	5454 110th Street	Overland Park, KS 66211

IN AFFIRMATION THEREOF, the facts stated above are true and correct. (The undersigned understands that false statements made in this filing are subject to the penalties provided under Section 575.040, RSMo).

Dated: January 7, 2020



Peter A. Mallouk, Organizer

STATE OF MISSOURI



John R. Ashcroft
Secretary of State

CERTIFICATE OF CONVERSION

WHEREAS, a Certificate of Conversion of the following entity:

CREATIVE PLANNING, INC. - 00245708
CONVERTING INTO:
Creative Planning, LLC - LC001683594

Organized and existing under the laws of Missouri have been received, found to conform to Law and filed.

NOW, THEREFORE, I, Missouri, Secretary of State of the State of Missouri, issue the Certificate of Conversion, certifying that the conversion of the aforementioned entity is effected, with

Creative Planning, LLC - LC001683594

As the newly formed entity, pursuant to Chapter 351.409 RSMO.

IN TESTIMONY WHEREOF, I hereunto set my hand and cause to be affixed the GREAT SEAL of the State of Missouri. Done at the City of Jefferson, this 7th day of January, 2020.


Secretary of State

