

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM666366

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
360INCENTIVES.COM USA, INC.		12/30/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	360insights (USA) Ltd.		
Street Address:	200 River Market Ave.		
Internal Address:	#350		
City:	Little Rock		
State/Country:	ARKANSAS		
Postal Code:	72201		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	6222658	CHANNEL PULSE	
Registration Number:	6011360	CHANNEL EDGE	
Registration Number:	6156029	360INSIGHTS	
Registration Number:	6228236	CULTURE PLAYBOOK	
Registration Number:	5058873		
Registration Number:	5605586	CHANNEL SUCCESS PLATFORM	
CORRESPONDENCE DATA			
Fax Number:	5196736836		
<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:	12262137336		
Email:	sina.giugno@siskinds.com		
Correspondent Name:	SISKINDS LLP		
Address Line 1:	680 Waterloo Street		
Address Line 4:	London, ONTARIO, CANADA N6A 3V8		
NAME OF SUBMITTER:	Peter Dillon		
SIGNATURE:	/peter dillon/		
DATE SIGNED:	08/10/2021		

OP \$165.00 6222658

Total Attachments: 2

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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 THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "360INCENTIVES.COM USA, INC.", CHANGING ITS NAME FROM "360INCENTIVES.COM USA, INC." TO "360INSIGHTS (USA) LTD.", FILED IN THIS OFFICE ON THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2020, AT 1:56 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

5321512 8100
SR# 20208809782

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

Authentication: 204460193
Date: 12-31-20

TRADEMARK
REEL: 007384 FRAME: 0363

**CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF INCORPORATION**

360Incentives.com USA, Inc., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "Corporation"),

DOES HEREBY CERTIFY:

FIRST: That the Board of Directors of the Corporation, by written consent, adopted a resolution proposing and declaring it advisable that the Certificate of Incorporation of the Corporation be amended as follows:

RESOLVED, that the Certificate of Incorporation of 360Incentives.com USA, Inc. be amended by changing Article 1 thereof so that, as amended, said Article shall be and read as follows:

"The name of this corporation is 360insights (USA) Ltd."

SECOND: That in lieu of a meeting and vote of stockholders, the stockholders have given unanimous written consent to said amendment in accordance with the provisions of Section 228 of the General Corporation Law of the State of Delaware.

THIRD: That the aforesaid amendment was duly adopted in accordance with the applicable provisions of Sections 242 and 228 of the General Corporation Law of the State of Delaware.

FOURTH: That this Certificate of Amendment of the Certificate of Incorporation shall be effective on the date of filing.

IN WITNESS WHEREOF, 360Incentives.com USA, Inc. has caused this certificate to be signed by Jason Atkins, its Chief Executive Officer, this 30th day of December, 2020.

DocuSigned by:
By: Jason Atkins
Name: Jason Atkins
Its: Chief Executive Officer

GP:4824-1931-3365 v1

State of Delaware
Secretary of State
Division of Corporations
Delivered 01:45 PM 12/31/2020
FILED 01:56 PM 12/31/2020
SR 20208809782 - File Number 5321512

RECORDED: 08/10/2021

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REEL: 007384 FRAME: 0364**