

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM668571

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Lieberman Research Worldwide, LLC		07/23/2021	Limited Liability Company: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Material Holdings, LLC		
<b>Street Address:</b>	1900 Avenue of the Stars		
<b>Internal Address:</b>	Suite 1600		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90067		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 29</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3494087	ACTIONABILITY WORKSHOP	
<b>Registration Number:</b>	6134271	AD NEST	
<b>Serial Number:</b>	88692308	AD SPACE	
<b>Registration Number:</b>	5253561	AIM	
<b>Serial Number:</b>	90707343	BRAND FIDELITY	
<b>Registration Number:</b>	4286334	BRANDS AS STEREOTYPES	
<b>Registration Number:</b>	4989166	BRANDSCAN	
<b>Registration Number:</b>	3401724	CIA	
<b>Registration Number:</b>	3351351	EVOLUTION	
<b>Registration Number:</b>	6174244	GIG SEGMENTATION	
<b>Registration Number:</b>	4282424	IBID	
<b>Registration Number:</b>	4699711	IIM	
<b>Registration Number:</b>	4285692	IMPLICIT BRAND IMAGE DECODER	
<b>Registration Number:</b>	4456297	IMPLICIT IDENTITY MAPPING	
<b>Registration Number:</b>	4209881	IMPLICIT	
<b>Registration Number:</b>	2575089	LIEBERMAN RESEARCH WORLDWIDE	
<b>Registration Number:</b>	2465335	LRW	
<b>Registration Number:</b>	5164991	LRWTONIC	
<b>TRADEMARK</b>			

OP \$740.00 3494087

Property Type	Number	Word Mark
Registration Number:	5164992	LRWTONIC
Registration Number:	4334997	PBSI
Registration Number:	4210195	PRAGMATIC BRAIN SCIENCE
Registration Number:	4273508	PRAGMATIC BRAIN SCIENCE INSTITUTE
Serial Number:	88618450	PROGRAMMATIC INSIGHTS
Registration Number:	4221551	PROMOTIONAL SALIENCE
Registration Number:	4591473	RAPID CHOICE
Registration Number:	3372565	RELEVANT CLARITY
Registration Number:	3258231	SO WHAT?
Registration Number:	2631174	THE SCIENCE OF RESEARCH. THE ART OF PROB
Registration Number:	3354349	TURNING INSIGHT INTO IMPACT

**CORRESPONDENCE DATA**

Fax Number: 3125693000

*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: 3125691459

Email: linda.prainito@faegredrinker.com

Correspondent Name: Faegre Drinker Biddle & Reath LLP

Address Line 1: 191 North Wacker Drive, Suite 3700

Address Line 2: c/o Melissa S. Dillenbeck, Esq.

Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	070371.260520
NAME OF SUBMITTER:	Melissa S. Dillenbeck
SIGNATURE:	/Melissa S. Dillenbeck/
DATE SIGNED:	08/18/2021

**Total Attachments: 1**

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Secretary of State  
Amendment to Articles of  
Organization of a  
Limited Liability Company (LLC)

LLC-2



**IMPORTANT** — Read Instructions before completing this

form. Filing Fee - \$30.00

Copy Fees - First page \$1.00; each attachment page \$0.50;  
Certification Fee - \$5.00

**Note:** You must file a Statement of Information (Form LLC-12), to change the business address(es) of the LLC or to change the name or address of the LLC's manager(s) and/or agent for service of process, which can be filed online at [lcbizfile.sos.ca.gov/SI](http://lcbizfile.sos.ca.gov/SI).

Above Space For Office Use Only

1. **LLC Exact Name** (Enter the exact name on file with the California Secretary of State.)

LIEBERMAN RESEARCH WORLDWIDE, LLC

2. **LLC 12-Digit Entity (File) Number** (Enter the exact 12-digit Entity (File) Number issued by the California Secretary of State.)

2	0	1	3	3	6	5	1	0	3	1	5
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3. **New LLC Name (if Amending)** (See Instructions -- List the proposed LLC name exactly as it is to appear on the records of the California Secretary of State. The name must contain an LLC identifier such as LLC or L.L.C. "LLC" will be added, if not included.)

MATERIAL HOLDINGS, LLC

4. **Management (if Amending)** (Select only one box)

The LLC will be managed by:

One Manager       More than One Manager       All LLC Member(s)

5. **Purpose Statement** (Do not alter Purpose Statement.)


The purpose of the limited liability company is to engage in any lawful act or activity for which a limited liability company may be organized under the California Revised Uniform Limited Liability Company Act.

6. **Additional Amendment(s)** set forth on attached pages, if any, are incorporated herein by reference and made part of this Form LLC-2. (All attachments should be 8 1/2 x 11, one-sided, legible and clearly marked as an attachment to this form LLC-2.)

Signature

By signing, I affirm under penalty of perjury that the information herein is true and correct and that I am authorized by California law to sign.

  
Sign here

  
Catherine Lindquist  
Print your name here