

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM678943

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|------------------------------|----------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | MERGER |
| EFFECTIVE DATE: | 09/30/2021 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|----------------------|----------|----------------|--|
| Kelton Research, LLC | | 08/04/2021 | Limited Liability Company: CALIFORNIA |

RECEIVING PARTY DATA

| | |
|--------------------------|---------------------------------------|
| Name: | Material Holdings, LLC |
| Street Address: | 1900 Avenue of the Stars |
| Internal Address: | Suite 1600 |
| City: | Los Angeles |
| State/Country: | CALIFORNIA |
| Postal Code: | 90067 |
| Entity Type: | Limited Liability Company: CALIFORNIA |

PROPERTY NUMBERS Total: 14

| Property Type | Number | Word Mark |
|----------------------|---------|----------------------|
| Registration Number: | 5801171 | FUTURE READY IMPACT |
| Registration Number: | 4775309 | UNLOCK EXCEPTIONAL |
| Registration Number: | 4820599 | STRATIVITY |
| Registration Number: | 4820600 | STRATIVITY |
| Registration Number: | 4959817 | CX MASTERS |
| Registration Number: | 4936468 | CX MASTERS |
| Registration Number: | 5335701 | BE. LEAD. DO! |
| Registration Number: | 5335702 | BE. LEAD. DO! |
| Registration Number: | 5463326 | KELTON GLOBAL |
| Registration Number: | 5458031 | JURY INSIGHT |
| Registration Number: | 3987361 | KELTON |
| Registration Number: | 5438192 | KELTON |
| Registration Number: | 3275194 | NEWSWORTHY ANALYSIS |
| Registration Number: | 5713142 | TOUCHPOINT DASHBOARD |

CORRESPONDENCE DATA

Fax Number: 3125693000

TRADEMARK

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: 3125691535
Email: ipdocketchicago@faegredrinker.com
Correspondent Name: Faegre Drinker Biddle & Reath LLP
Address Line 1: 191 North Wacker Drive, Suite 3700
Address Line 2: Melissa S. Dillenbeck/Linda Prainito
Address Line 4: Chicago, ILLINOIS 60606

| | |
|--------------------------------|---------------|
| ATTORNEY DOCKET NUMBER: | 070371.260520 |
|--------------------------------|---------------|

| | |
|---------------------------|-------------------|
| NAME OF SUBMITTER: | Linda A. Prainito |
|---------------------------|-------------------|

| | |
|-------------------|---------------------|
| SIGNATURE: | /Linda A. Prainito/ |
|-------------------|---------------------|

| | |
|---------------------|------------|
| DATE SIGNED: | 10/05/2021 |
|---------------------|------------|

Total Attachments: 1

source=MATERIAL HOLDINGS LLC-CA-Merger (Kelton) (002)#page1.tif

201336510315
200306410169



State of California Secretary of State

OBE MERG

FILED *JWR*
Secretary of State
State of California

Certificate of Merger

AUG 05 2021 ^{5x} EFFECTIVE DATE
9-30-21

(California Corporations Code sections 1113(g), 3203(g), 6019.1, 8019.1, 9640, 12540.1, 15911.14, 16915(b) and 17710.14)

IMPORTANT — Read all instructions before completing this form.

IPC This Space For Filing Use Only

| | | | |
|--|--------------------------|--|-----------------------|
| 1. NAME OF SURVIVING ENTITY MATERIAL HOLDINGS, LLC | 2. TYPE OF ENTITY LLC | 3. CA SECRETARY OF STATE FILE NUMBER 201336510315 | 4. JURISDICTION CA |
| 5. NAME OF DISAPPEARING ENTITY KELTON RESEARCH, LLC | 6. TYPE OF ENTITY LLC | 7. CA SECRETARY OF STATE FILE NUMBER 200306410169 | 8. JURISDICTION CA |

9. THE PRINCIPAL TERMS OF THE AGREEMENT OF MERGER WERE APPROVED BY A VOTE OF THE NUMBER OF INTERESTS OR SHARES OF EACH CLASS THAT EQUALED OR EXCEEDED THE VOTE REQUIRED. (IF A VOTE WAS REQUIRED, SPECIFY THE CLASS AND THE NUMBER OF OUTSTANDING INTERESTS OF EACH CLASS ENTITLED TO VOTE ON THE MERGER AND THE PERCENTAGE VOTE REQUIRED OF EACH CLASS. ATTACH ADDITIONAL PAGES, IF NEEDED.)

| SURVIVING ENTITY | | | DISAPPEARING ENTITY | | |
|-------------------------------|-----|--------------------------|-------------------------------|-----|--------------------------|
| CLASS AND NUMBER | AND | PERCENTAGE VOTE REQUIRED | CLASS AND NUMBER | AND | PERCENTAGE VOTE REQUIRED |
| 100 Membership Interest Units | | 51% of Units | 100 Membership Interest Units | | 51% of Units |

10. IF EQUITY SECURITIES OF A PARENT PARTY ARE TO BE ISSUED IN THE MERGER, CHECK THE APPLICABLE STATEMENT.

No vote of the shareholders of the parent party was required. The required vote of the shareholders of the parent party was obtained.

11. IF THE SURVIVING ENTITY IS A DOMESTIC LIMITED LIABILITY COMPANY, LIMITED PARTNERSHIP, OR PARTNERSHIP, PROVIDE THE REQUISITE CHANGES (IF ANY) TO THE INFORMATION SET FORTH IN THE SURVIVING ENTITY'S ARTICLES OF ORGANIZATION, CERTIFICATE OF LIMITED PARTNERSHIP OR STATEMENT OF PARTNERSHIP AUTHORITY RESULTING FROM THE MERGER. ATTACH ADDITIONAL PAGES, IF NECESSARY.

NONE

12. IF A DISAPPEARING ENTITY IS A DOMESTIC LIMITED LIABILITY COMPANY, LIMITED PARTNERSHIP, OR PARTNERSHIP, AND THE SURVIVING ENTITY IS NOT A DOMESTIC ENTITY OF THE SAME TYPE, ENTER THE PRINCIPAL ADDRESS OF THE SURVIVING ENTITY.

PRINCIPAL ADDRESS OF SURVIVING ENTITY CITY AND STATE ZIP CODE

13. OTHER INFORMATION REQUIRED TO BE STATED IN THE CERTIFICATE OF MERGER BY THE LAWS UNDER WHICH EACH CONSTITUENT OTHER BUSINESS ENTITY IS ORGANIZED. ATTACH ADDITIONAL PAGES, IF NECESSARY.

14. STATUTORY OR OTHER BASIS UNDER WHICH A FOREIGN OTHER BUSINESS ENTITY IS AUTHORIZED TO EFFECT THE MERGER.

15. FUTURE EFFECTIVE DATE, IF ANY

09 - 30 - 2021
(Month) (Day) (Year)

16. ADDITIONAL INFORMATION SET FORTH ON ATTACHED PAGES, IF ANY, IS INCORPORATED HEREIN BY THIS REFERENCE AND MADE PART OF THIS CERTIFICATE.

17. I CERTIFY UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA THAT THE FOREGOING IS TRUE AND CORRECT OF MY OWN KNOWLEDGE, I DECLARE I AM THE PERSON WHO EXECUTED THIS INSTRUMENT, WHICH EXECUTION IS MY ACT AND DEED.

| | | |
|---|---------------------|---|
| <i>Catherine Lindquist</i> SIGNATURE OF AUTHORIZED PERSON FOR THE SURVIVING ENTITY | Aug 4, 2021 DATE | Catherine Lindquist, CFO of its sole Member, TW LRW Holdings, LLC TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON |
| <i>Catherine Lindquist</i> SIGNATURE OF AUTHORIZED PERSON FOR THE SURVIVING ENTITY | Aug 4, 2021 DATE | Catherine Lindquist, CFO of its sole Manager, Material Holdings, LLC TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON |
| _____ SIGNATURE OF AUTHORIZED PERSON FOR THE DISAPPEARING ENTITY | _____ DATE | _____ TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON |

For an entity that is a business trust, real estate investment trust or an unincorporated association, set forth the provision of law or other basis for the authority of the person signing: _____