

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM700508

|                                   |                                     |                       |                       |
|-----------------------------------|-------------------------------------|-----------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>           | NEW ASSIGNMENT                      |                       |                       |
| <b>NATURE OF CONVEYANCE:</b>      | ENTITY CONVERSION                   |                       |                       |
| <b>CONVEYING PARTY DATA</b>       |                                     |                       |                       |
| <b>Name</b>                       | <b>Formerly</b>                     | <b>Execution Date</b> | <b>Entity Type</b>    |
| Verizon Media Inc.                |                                     | 11/02/2021            | Corporation: DELAWARE |
| <b>RECEIVING PARTY DATA</b>       |                                     |                       |                       |
| <b>Name:</b>                      | Yahoo Ad Tech LLC                   |                       |                       |
| <b>Street Address:</b>            | 22000 AOL Way                       |                       |                       |
| <b>City:</b>                      | Dulles                              |                       |                       |
| <b>State/Country:</b>             | VIRGINIA                            |                       |                       |
| <b>Postal Code:</b>               | 20166                               |                       |                       |
| <b>Entity Type:</b>               | Limited Liability Company: DELAWARE |                       |                       |
| <b>PROPERTY NUMBERS Total: 17</b> |                                     |                       |                       |
| <b>Property Type</b>              | <b>Number</b>                       | <b>Word Mark</b>      |                       |
| <b>Registration Number:</b>       | 5864410                             | ADD TO CART           |                       |
| <b>Registration Number:</b>       | 2514188                             | ADLEARN               |                       |
| <b>Registration Number:</b>       | 6245484                             | AUDIO BRAND BEATS     |                       |
| <b>Registration Number:</b>       | 4564584                             |                       |                       |
| <b>Registration Number:</b>       | 6249084                             |                       |                       |
| <b>Registration Number:</b>       | 4584849                             | FLURRY                |                       |
| <b>Registration Number:</b>       | 4584848                             | FLURRY ANALYTICS      |                       |
| <b>Registration Number:</b>       | 6235273                             | INVENTORY STOREFRONT  |                       |
| <b>Registration Number:</b>       | 6112859                             | POPULATION CAPTIVATED |                       |
| <b>Registration Number:</b>       | 5179552                             | RYOT                  |                       |
| <b>Registration Number:</b>       | 5221152                             | RYOT                  |                       |
| <b>Registration Number:</b>       | 5943968                             | RYOT FILMS            |                       |
| <b>Registration Number:</b>       | 5568754                             | RYOT STUDIO           |                       |
| <b>Registration Number:</b>       | 5224081                             | SIDEVIEW              |                       |
| <b>Serial Number:</b>             | 88906669                            |                       |                       |
| <b>Serial Number:</b>             | 90199352                            | HOLOMOJI              |                       |
| <b>Serial Number:</b>             | 90555165                            | STORYAR               |                       |
| <b>CORRESPONDENCE DATA</b>        |                                     |                       |                       |

CH \$440.00 5864410

**Fax Number:**

*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:** 7032651000  
**Email:** tmdocket@yahooinc.com  
**Correspondent Name:** Andres Lorca  
**Address Line 1:** 22000 AOL Way  
**Address Line 2:** H4A:B02  
**Address Line 4:** Dulles, VIRGINIA 20166

|                                |          |
|--------------------------------|----------|
| <b>ATTORNEY DOCKET NUMBER:</b> | FASMT139 |
|--------------------------------|----------|

|                           |              |
|---------------------------|--------------|
| <b>NAME OF SUBMITTER:</b> | Andres Lorca |
|---------------------------|--------------|

|                   |                |
|-------------------|----------------|
| <b>SIGNATURE:</b> | /Andres Lorca/ |
|-------------------|----------------|

|                     |            |
|---------------------|------------|
| <b>DATE SIGNED:</b> | 01/07/2022 |
|---------------------|------------|

**Total Attachments: 4**

source=Yahoo Ad Tech LLC Conversion from Verizon Media Inc#page1.tif  
source=Yahoo Ad Tech LLC Conversion from Verizon Media Inc#page2.tif  
source=Yahoo Ad Tech LLC Conversion from Verizon Media Inc#page3.tif  
source=Yahoo Ad Tech LLC Conversion from Verizon Media Inc#page4.tif

# Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "VERIZON MEDIA INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "VERIZON MEDIA INC." TO "YAHOO AD TECH LLC", FILED IN THIS OFFICE ON THE SECOND DAY OF NOVEMBER, A.D. 2021, AT 9:26 O`CLOCK A.M.



  
Jeffrey W. Bullock, Secretary of State

7814288 8100V  
SR# 20213675862

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

Authentication: 204572218  
Date: 11-02-21

**TRADEMARK**  
**REEL: 007553 FRAME: 0191**

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 09:26 AM 11/02/2021  
FILED 09:26 AM 11/02/2021  
SR 20213675862 - File Number 7814288

**CERTIFICATE OF CONVERSION  
TO LIMITED LIABILITY COMPANY**

**OF**

**VERIZON MEDIA INC.**

**TO**

**YAHOO AD TECH LLC**

The undersigned, being an authorized person in accordance with Section 18-204 of the Delaware Limited Liability Company Act, for the purpose of converting Verizon Media Inc. (the "Company") from a corporation to a limited liability company pursuant to Section 18-214 of the Delaware Limited Liability Company Act, does hereby certify that:

1. The Company was first incorporated under the laws of the State of Maryland on August 13, 1998.
2. The Company converted to a corporation organized under the laws of the State of Delaware on February 1, 2020.
2. The name of the Company immediately prior to filing this Certificate of Conversion is Verizon Media Inc., and its jurisdiction immediately prior to filing this Certificate of Conversion is the State of Delaware.
3. The name of the Delaware limited liability company into which the Company shall be converted, as set forth in its Certificate of Formation filed in accordance with Section 18-214(b) of the Delaware Limited Liability Company Act, is Yahoo Ad Tech LLC.
4. The conversion of the Company to Yahoo Ad Tech LLC has been approved and adopted in accordance with the provisions of Sections 228 and 266 of the General Corporation Law of the State of Delaware.
5. This Certificate of Conversion shall be effective on November 2, 2021.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion on the 2nd day of November, 2021.

DocuSigned by:  
By: Matthew W. Garber  
Name: Matthew W. Garber  
Title: Assistant Secretary

# Delaware

The First State

Page 1

*I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF  
DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND  
CORRECT COPY OF THE CERTIFICATE OF FORMATION OF "YAHOO AD TECH  
LLC" FILED IN THIS OFFICE ON THE SECOND DAY OF NOVEMBER, A.D.  
2021, AT 9:26 O`CLOCK A.M.*



  
Jeffrey W. Bullock, Secretary of State

7814288 8100V  
SR# 20213675862

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Authentication: 204572218  
Date: 11-02-21

**TRADEMARK**  
**REEL: 007553 FRAME: 0193**

**CERTIFICATE OF FORMATION**

of

**YAHOO AD TECH LLC**

This Certificate of Formation of Yahoo Ad Tech LLC (the "LLC"), dated November 2, 2021, has been duly executed and is being filed by Matthew W. Garber, as an authorized person, to form a limited liability company under the Delaware Limited Liability Company Act (6 Del.C. §18-101, et seq.).

**FIRST:** The name of the limited liability company formed hereby is Yahoo Ad Tech LLC.

**SECOND:** The address of the registered office of the LLC in the State of Delaware is c/o The Corporation Trust Company, 1209 Orange Street, Wilmington, New Castle County, Delaware 19801.

**THIRD:** The name and address of the registered agent for service of process of the LLC in the State of Delaware is The Corporation Trust Company, 1209 Orange Street, Wilmington, New Castle County, Delaware 19801.

**FOURTH:** This Certificate of Formation shall be effective as of November 2, 2021.

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

DocuSigned by:

*Matthew W. Garber*

Name: Matthew W. Garber

Title: Authorized Person

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 09:26 AM 11/02/2021  
FILED 09:26 AM 11/02/2021

SR 20213675862 - File Number 7814288

**RECORDED: 01/07/2022**

**TRADEMARK**  
**REEL: 007553 FRAME: 0194**