

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM704884

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NOWTHIS MEDIA, INC.		01/05/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	NOWTHIS MEDIA, LLC		
Street Address:	100 Crosby Street, Suite 308		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10012		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4632953	NOWTHIS	
CORRESPONDENCE DATA			
Fax Number:			
<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:	7145401235		
Email:	IPDOCKET@LW.COM, KRISTIN.AZCONA@LW.COM		
Correspondent Name:	LATHAM & WATKINS LLP		
Address Line 1:	650 TOWN CENTER DRIVE, 20TH FLOOR		
Address Line 4:	COSTA MESA, CALIFORNIA 92626		
ATTORNEY DOCKET NUMBER:	067640-3		
NAME OF SUBMITTER:	KRISTIN J AZCONA		
SIGNATURE:	/KJA/		
DATE SIGNED:	01/26/2022		
Total Attachments: 4			
source=NOWTHIS MEDIA LLC#page1.tif			
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OP \$40.00 4632953

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 "NOWTHIS MEDIA, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "NOWTHIS MEDIA, INC." TO "NOWTHIS MEDIA, LLC", FILED IN THIS OFFICE ON THE FIFTH DAY OF JANUARY, A.D. 2022, AT 6:35 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

5107210 8100V
SR# 20220040481

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

Authentication: 202347935
Date: 01-08-22

TRADEMARK
REEL: 007569 FRAME: 0898


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 "NOWTHIS MEDIA, LLC" FILED IN THIS OFFICE ON THE FIFTH DAY OF JANUARY, A.D. 2022, AT 6:35 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

5107210 8100V
SR# 20220040481

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

Authentication: 202347935
Date: 01-08-22

TRADEMARK
REEL: 007569 FRAME: 0899

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A
LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY
COMPANY ACT

- 1.) The jurisdiction where the Corporation first formed is Delaware.
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware.
- 3.) The date the corporation first formed is February 08, 2012.
- 4.) The name of the Corporation immediately prior to filing this Certificate is
NowThis Media, Inc..
- 5.) The name of the Limited Liability Company as set forth in the Certificate of
Formation is NowThis Media, LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the
5th day of January, A.D. 2022.

By: /s/ Dave Ugelow
Authorized Person

Name: Dave Ugelow
Print or Type

STATE OF DELAWARE
CERTIFICATE OF FORMATION
OF LIMITED LIABILITY COMPANY

The undersigned authorized person, desiring to form a limited liability company pursuant to the Limited Liability Company Act of the State of Delaware, hereby certifies as follows:

1. The name of the limited liability company is NowThis Media, LLC

2. The Registered Office of the limited liability company in the State of Delaware is located at 874 Walker Road, Suite C (street),
in the City of Dover, Zip Code 19904. The
name of the Registered Agent at such address upon whom process against this limited
liability company may be served is United Corporate Services, Inc.

By: /s/ Dave Ugelow
Authorized Person

Name: Dave Ugelow
Print or Type