

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM726968

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ENTITY CONVERSION
RESUBMIT DOCUMENT ID:	900679397

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Group Nine Media, Inc.		02/22/2022	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	Group Nine Media, LLC
Street Address:	568 Broadway, Floor 10
City:	New York
State/Country:	NEW YORK
Postal Code:	10012
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Serial Number:	97070304	GROUP NINE
Serial Number:	97070311	SWIPE.SHOP
Serial Number:	97070309	BOX'D
Serial Number:	90727972	SEEKER
Serial Number:	88668334	THE DODO
Serial Number:	88248652	THE DODO
Serial Number:	88199014	EL DODO
Serial Number:	88199037	EL DODO
Serial Number:	88160198	BEST DOG DAY EVER
Serial Number:	88160585	BEST DOG DAY EVER
Serial Number:	88160602	BEST DOG DAY EVER
Serial Number:	87213137	GROUP NINE

CORRESPONDENCE DATA

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: 2136207848

Email: iprecordations@whitecase.com

Correspondent Name: Justine Lu/White & Case LLP
Address Line 1: 555 South Flower Street, Suite 2700
Address Line 4: Los Angeles, CALIFORNIA 90071

ATTORNEY DOCKET NUMBER: 1166725-0002-S216

NAME OF SUBMITTER: Justine Lu

SIGNATURE: /Justine Lu/

DATE SIGNED: 05/10/2022

Total Attachments: 8

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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 THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF FORMATION OF "GROUP NINE MEDIA, LLC" FILED IN THIS OFFICE ON THE TWENTY-SECOND DAY OF FEBRUARY, A.D. 2022, AT 6:39 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

6175112 8100V
SR# 20220650197

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

Authentication: 202736575
Date: 02-22-22

TRADEMARK
REEL: 007710 FRAME: 0124

CERTIFICATE OF FORMATION
OF
GROUP NINE MEDIA, LLC

This Certificate of Formation of Group Nine Media, LLC (the “Company”) has been duly executed and is being filed by an authorized person to form a limited liability company under the Delaware Limited Liability Company Act (6 Del. C. § 18-101, et seq.), as amended from time to time.

1. Name. The name of the limited liability company formed hereby is:

“Group Nine Media, LLC”.

2. Registered Office. The address of the registered office of the Company in the State of Delaware is 251 Little Falls Drive, Wilmington, County of New Castle, Delaware 19808.

3. Registered Agent. The name and address of the Company’s registered agent for service of process on the Company in the State of Delaware is Corporation Service Company, 251 Little Falls Drive, Wilmington, County of New Castle, Delaware 19808.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation this 22nd day of February, 2022.

By: *Lauren S. Fisher*
Name: Lauren Fisher
Title: Authorized Person

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 "GROUP NINE MEDIA, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "GROUP NINE MEDIA, INC." TO "GROUP NINE MEDIA, LLC", FILED IN THIS OFFICE ON THE TWENTY-SECOND DAY OF FEBRUARY, A.D. 2022, AT 6:39 O`CLOCK P.M.



A handwritten signature in black ink, appearing to read "JBULLOCK", written over a horizontal line. Below the line, the text "Jeffrey W. Bullock, Secretary of State" is printed in a small font.

6175112 8100V
SR# 20220650197

Authentication: 202736575
Date: 02-22-22

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

TRADEMARK
REEL: 007710 FRAME: 0126

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 October 7, 2016.
- 4.) The name of the Corporation immediately prior to filing this Certificate is
Group Nine Media, Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of
Formation is Group Nine Media, LLC.


IN WITNESS WHEREOF, the undersigned have executed this Certificate on the
22nd day of February, A.D. 2022.

By: Lauren S. Fisher
Authorized Person

Name: Lauren Fisher
Print or Type

1. Group Nine Media, LLC

Mark	Jurisdiction	Status	Owner	Application No.	Application Date	Registration No.	Registration Date
GROUP NINE GROUP NINE Cross References: GROUP 9	UNITED STATES	Pending FILED AS USE APPLICATION USE APPLICATION - CURRENT	GROUP NINE MEDIA, INC.	App 97070304	App 12-OCT-2021		
SWIPE.SHOP SWIPE.SHOP Cross References: SWIPE SHOP	UNITED STATES	Pending FILED AS USE APPLICATION USE APPLICATION - CURRENT	GROUP NINE MEDIA, INC.	App 97070311	App 12-OCT-2021		
BOX'D BOX'D Cross References: BOXED	UNITED STATES	Pending FILED AS USE APPLICATION USE APPLICATION - CURRENT	GROUP NINE MEDIA, INC.	App 97070309	App 12-OCT-2021		
SEEKER SEEKER	UNITED STATES	Pending FILED AS USE APPLICATION USE APPLICATION - CURRENT	GROUP NINE MEDIA, INC.	App 90727972	App 21-MAY-2021		

Mark	Jurisdiction	Status	Owner	Application No.	Application Date	Registration No.	Registration Date
THE DODO THE DODO	UNITED STATES	Published (Pending) Intent to Use - Filed Intent to Use	GROUP NINE MEDIA, INC.	App 88668334	App 25-OCT-2019		
 THE DODO	UNITED STATES	Published (Pending) Intent to Use Use Application - Filed FILED AS USE APPLICATION USE APPLICATION - CURRENT Color Drawing Filed Color Drawing Currently	GROUP NINE MEDIA, INC.	App 88248652	App 03-JAN-2019		
El Dodo Translation: THE DODO	UNITED STATES	Published (Pending) Intent to Use FILED AS USE APPLICATION Use Application - Filed	GROUP NINE MEDIA, INC.	App 88199014	App 19-NOV-2018		

Mark	Jurisdiction	Status	Owner	Application No.	Application Date	Registration No.	Registration Date
El Dodo EL DODO Translation: THE DODO	UNITED STATES	Published (Pending) Intent to Use FILED AS USE APPLICATION Use Application - Filed	GROUP NINE MEDIA, INC.	App 88199037	App 19-NOV-2018		
BEST DOG DAY EVER BEST DOG DAY EVER	UNITED STATES	Registered FILED AS USE APPLICATION USE APPLICATION - CURRENT	GROUP NINE MEDIA, INC.	App 88160198	App 18-OCT-2018	Reg 5906677	Reg 12-NOV-2019
BEST DOG DAY EVER BEST DOG DAY EVER	UNITED STATES	Registered FILED AS USE APPLICATION USE APPLICATION - CURRENT	GROUP NINE MEDIA, INC.	App 88160585	App 18-OCT-2018	Reg 5906679	Reg 12-NOV-2019
BEST DOG DAY EVER BEST DOG DAY EVER	UNITED STATES	Registered FILED AS USE APPLICATION USE APPLICATION - CURRENT	GROUP NINE MEDIA, INC.	App 88160602	App 18-OCT-2018	Reg 5906680	Reg 12-NOV-2019

Mark	Jurisdiction	Status	Owner	Application No.	Application Date	Registration No.	Registration Date
GROUP NINE Cross References: GROUP 9	UNITED STATES	Registered Intent to Use - Filed USE APPLICATION - CURRENT	GROUP NINE MEDIA, INC.	App 87213137	App 24-OCT-2016	Reg 6239908	Reg 05-JAN-2021

TRADEMARK

REEL: 007710 FRAME: 0131

RECORDED: 03/04/2022