

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM771260

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|---|--------------------------------------|-----------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ENTITY CONVERSION | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| SAATCHI & SAATCHI NORTH AMERICA, INC. | | 05/27/2021 | Corporation: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | SAATCHI & SAATCHI NORTH AMERICA, LLC | | |
| Street Address: | 375 Hudson Street | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10014 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 9 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4852245 | DS DSPLUS | |
| Registration Number: | 4716567 | DSPLUS | |
| Registration Number: | 3030371 | LOVEMARK | |
| Registration Number: | 3003754 | LOVEMARKS | |
| Registration Number: | 3003755 | LOVEMARKS | |
| Registration Number: | 4357446 | TEAM ONE | |
| Registration Number: | 5338191 | THE GLOBAL AFFLUENT TRIBE | |
| Registration Number: | 5269430 | THE MOONSHOT SPEAKER SERIES | |
| Registration Number: | 5903606 | TILT SHIFT | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3122691747 | | |
| <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: | 3122698000 | | |
| Email: | marden@nge.com, ryoung@nge.com | | |
| Correspondent Name: | ANDREA S. FUELLEMAN | | |
| Address Line 1: | 2 N LASALLE STREET | | |
| Address Line 2: | Suite 1700 | | |
| Address Line 4: | CHICAGO, ILLINOIS 60602 | | |

CH \$240.00 4852245

| | |
|---|-----------------------|
| ATTORNEY DOCKET NUMBER: | 031833.0001 |
| NAME OF SUBMITTER: | Andrea S. Fuelleman |
| SIGNATURE: | /Andrea S. Fuelleman/ |
| DATE SIGNED: | 11/30/2022 |
| Total Attachments: 2 source=Certificate of Conversion#page1.tif source=Certificate of Conversion#page2.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 "SAATCHI & SAATCHI NORTH AMERICA, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "SAATCHI & SAATCHI NORTH AMERICA, INC." TO "SAATCHI & SAATCHI NORTH AMERICA, LLC", FILED IN THIS OFFICE ON THE TWENTY-SEVENTH DAY OF MAY, A.D. 2021, AT 9:06 O`CLOCK A.M.




Jeffrey W. Bullock, Secretary of State

2089017 8100V
SR# 20212142980

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

Authentication: 203306655
Date: 05-27-21

TRADEMARK
REEL: 007906 FRAME: 0823

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A
LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY 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 April 22, 1986.
- 4.) The name of the Corporation immediately prior to filing this Certificate is
Saatchi & Saatchi North America, Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of
Formation is Saatchi & Saatchi North America, LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the
27th day of May, A.D. 2021.

By: _____


Authorized Person

Name: Robert W. Vyverberg

Print or Type