

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM775491

<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>
Kemper Sports Marketing, Inc.		04/18/2022	Corporation: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Kemper Sports Marketing, LLC		
<b>Street Address:</b>	500 Skokie Boulevard, Suite 444		
<b>City:</b>	Northbrook		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60062		
<b>Entity Type:</b>	Limited Liability Company: ILLINOIS		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3971636	MAUI INVITATIONAL	
<b>Registration Number:</b>	4049972	MAUI INVITATIONAL	
<b>Registration Number:</b>	3682931	SUN, SURF & HOOPS	
<b>Registration Number:</b>	3682929	BASKETBALL IN PARADISE	
<b>Registration Number:</b>	2169315	MAUI INVITATIONAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2125305219		
<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>			
<b>Phone:</b>	2125305878		
<b>Email:</b>	dcip@milbank.com, jgarces@milbank.com		
<b>Correspondent Name:</b>	John Garces, Esq.		
<b>Address Line 1:</b>	55 Hudson Yards		
<b>Address Line 2:</b>	Milbank, LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10001-2163		
<b>ATTORNEY DOCKET NUMBER:</b>	46454.00002		
<b>NAME OF SUBMITTER:</b>	John Garces		
<b>SIGNATURE:</b>	/John Garces/		
<b>DATE SIGNED:</b>	12/20/2022		

CH \$140.00 3971636

**Total Attachments: 5**

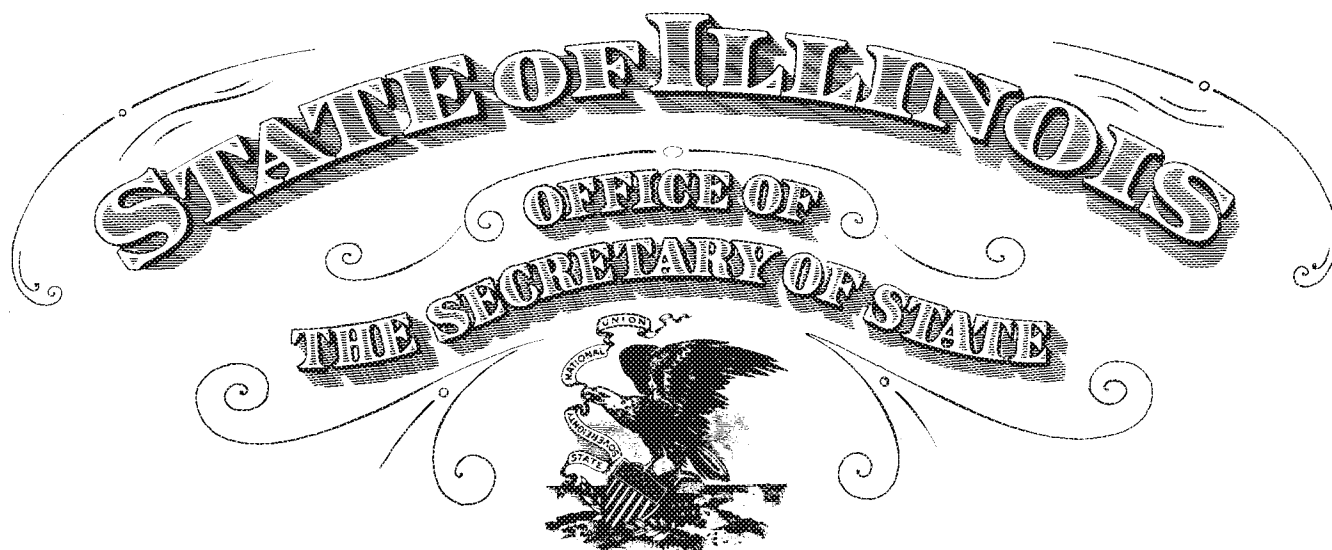
source=Kemper Sports Marketing, LLC - IL - CC#page1.tif

source=Kemper Sports Marketing, LLC - IL - CC#page2.tif

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**To all to whom these Presents Shall Come, Greeting:**

*I, Jesse White, Secretary of State of the State of Illinois, do hereby certify that I am the keeper of the records of the Department of Business Services. I certify that*

ATTACHED HERETO IS A TRUE AND CORRECT COPY, CONSISTING OF 3 PAGE(S), AS TAKEN FROM THE ORIGINAL ON FILE IN THIS OFFICE FOR KEMPER SPORTS MARKETING, LLC.



***In Testimony Whereof, I hereto set my hand and cause to be affixed the Great Seal of the State of Illinois, this 15TH day of NOVEMBER A.D. 2022 .***

*Jesse White*

SECRETARY OF STATE

Authentication #: 2231903879 verifiable until 11/15/2023.

Authenticate at: <https://www.ilsos.gov>

**TRADEMARK  
REEL: 007926 FRAME: 0206**

EOA 205

Illinois Secretary of State  
Department of Business Services  
STATEMENT OF CONVERSION

Secretary of State  
Department of Business Services  
501 S. Second St., Rm. 350  
Springfield, IL 62756  
217-782-6961  
www.cyberdriveillinois.com

Remit payment in the form of a cashier's check, a certified check, a money order, or an Illinois attorney's or a CPA's check payable to Secretary of State.

PAID

APR 19 2022

DEPARTMENT OF BUSINESS SERVICES

FILED

APR 19 2022

JESSE WHITE  
SECRETARY OF STATE

11587844

New Entity File Number



LC0493460

Filing Fee: \$100

Approved: *JM*

Submit in duplicate Type or print clearly in black ink Do not write above this line

Converting Entity

Current file number: 54886756

- 1. Converting Entity Name: Kemper Sports Marketing, Inc.
- 2. Current Entity Type: (select only one)
  - For Profit Corporation
  - Limited Liability Company
  - General Partnership
  - Limited Liability Partnership
  - Limited Partnership
  - Not For Profit
  - LWCA
- 3. Jurisdiction and Date of Incorporation/Organization: Illinois 12/2/1987
- 4. The conversion is authorized by the law of the foreign entity's jurisdiction of organization.

New Entity

- 5. Converted Entity Name: Kemper Sports Marketing, LLC
- 6. Converted Entity Type: (select only one)
  - For Profit Corporation
  - Limited Liability Company
  - General Partnership
  - Limited Liability Partnership
  - Limited Partnership
  - Not For Profit
  - LWCA
- 7. Jurisdiction of Incorporation/Organization: Illinois
- 8. The Converted Entity: (select only one)
  - intends to transact business in Illinois
  - will not be transacting business in Illinois (Please set forth address below.)
 Address for Service of Process: Illinois Corporation Service Company  
 (P.O. Box alone is not acceptable) 801 Adlai Stevenson Drive, Springfield, IL 62703, Sangamon County
- 9. Effective Date of Conversion: If a future date is chosen, MUST be within 90 days of filing.
  - Upon Filing
  - Future Effective Date: \_\_\_\_\_

The Conversion was approved in accordance with Section 205 of the Entity Omnibus Act.  
The formation document and fee for the Converted Entity must be attached.

10. The undersigned Entity has caused this statement to be signed by a duly authorized signer who affirms, under penalties of perjury, that the facts stated herein are true and correct. All signatures must be in BLACK INK.

Dated April 18 2022  
Month & Day Year  
*[Signature]*  
Any Authorized Signer's Signature  
Steven K. Skinner, CEO  
Name and Title (type or print)

Kemper Sports Marketing, Inc.  
Exact Name of Converting Entity

11587844

Form **LLC-5.5**  
February 2020

Illinois  
Limited Liability Company Act  
**Articles of Organization**

This space for use by Secretary of State.

**Secretary of State**  
Department of Business Services  
Limited Liability Division  
501 S. Second St., Rm. 351  
Springfield, IL 62756  
217-524-8008  
www.cyberdriveillinois.com

**SUBMIT IN DUPLICATE**

Type or print clearly.

**FILED**

APR 19 2022

JESSE WHITE  
SECRETARY OF STATE



LC0493476

Payment must be made by certified check, cashier's check, Illinois attorney's check, C.P.A.'s check or money order payable to Secretary of State.

Filing Fee: \$150

Approved: *fm*

1. Limited Liability Company name (see Note 1): Kemper Sports Marketing, LLC  
2. Address of principal place of business where records of the company will be kept: (P.O. Box alone or c/o is unacceptable.)  
500 Skokie Blvd., Suite 444, Northbrook, IL 60062

3. Articles of Organization effective on: (check one)  
 the filing date  
 a later date (not to exceed 60 days after the filing date): \_\_\_\_\_  
Month, Day, Year

4. Registered agent's name and registered office address:  
Registered agent: Illinois Corporation Service Company  
(P.O. Box alone or c/o is unacceptable.)  
Registered office: 801 Adlai Stevenson Drive  
Number Street Suite #  
Springfield IL 62703  
City ZIP

Note: The registered agent must reside in Illinois. If the agent is a business entity, it must be authorized to act as agent in this state.

5. Purpose(s) for which the Limited Liability Company is organized: (see Note 2)  
**The transaction of any or all lawful business for which Limited Liability Companies may be organized under this Act and/or exclusively for the purpose(s) stated below:**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. The duration of the company is perpetual unless otherwise stated. If the operating agreement provides for a dissolution date, enter that date here: \_\_\_\_\_  
Month/Day Year

**PAID**

APR 19 2022

LLC-5.5

7. Optional: Other provisions for the regulation of the internal affairs of the company: (If additional space is needed, use standard sized paper.)

8. The Limited Liability Company has or will have on the effective date of filing one or more members.

9. Name(s) and business address(es) of the manager(s) and any member with the authority of manager:

Kemper Sports Management, Inc., Suite 444, Northbrook, IL 60062-5005 (SOS SKOKO BIN) Suite 444 Northbrook, IL 60062

Table with 5 columns: Name, Number & Street, City, State, ZIP. Multiple rows for listing managers and members.

(If additional space is needed, use standard sized paper.)

10. Name and Address of Organizer(s):

I affirm, under penalties of perjury, having authority to sign hereto, that these Articles of Organization are to the best of my knowledge and belief, true, correct and complete.

Dated: April 18, 2022
Month/Day Year

1. [Signature]
Signature

Ann M. Schneider, Organizer
Name and Title (type or print)

Seyfarth Shaw LLP
If organizer is signing for a company or other entity, state name of company or entity.

1. 233 S. Wacker Drive, #8000
Number Street

Chicago
City

Illinois 60606
State ZIP

2.
Signature

Name (type or print)

If organizer is signing for a company or other entity, state name of company or entity.

2.
Number Street

City

State ZIP

Note 1: The limited liability company name cannot contain any of the following terms or abbreviations including: Corporation, Incorporated, LTD., Co. or Limited Partnership. The name must contain the term Limited Liability Company, LLC or L.L.C. For the following two entity types: a company providing professional services licensed by the Illinois Department of Financial and Professional Regulation must instead contain the term or abbreviation Professional Limited Liability Company, PLLC or P.L.L.C. The name of a worker cooperative shall end with the term or abbreviation Limited Worker Cooperative Association, LWCA or L.W.C.A.

Note 2: A professional limited liability company must state the specific professional service or related professional services to be rendered by the professional limited liability company.

TRADEMARK