

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM790438

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
IAB Transition, LLC		02/27/2023	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	IAB Solutions, LLC		
<b>Street Address:</b>	233 Northern Boulevard		
<b>City:</b>	Clarks Summit		
<b>State/Country:</b>	PENNSYLVANIA		
<b>Postal Code:</b>	18411		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3203966	IAB	
<b>Registration Number:</b>	3802048	IAB PARTNERS. SOLUTIONS. RESULTS.	
<b>Registration Number:</b>	3874310	IAB PARTNERS. SOLUTIONS. RESULTS.	
<b>Registration Number:</b>	3809316	IAB	
<b>Registration Number:</b>	3006543	MARS MERCURY ACCOUNTS RECEIVABLE SYSTEM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2123368001		
<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>	212-336-8000		
<b>Email:</b>	ptodocket@arelaw.com		
<b>Correspondent Name:</b>	Anthony F. Lo Cicero		
<b>Address Line 1:</b>	405 Lexington Avenue		
<b>Address Line 2:</b>	Amster Rothstein & Ebenstein LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10174		
<b>NAME OF SUBMITTER:</b>	Anthony F. Lo Cicero		
<b>SIGNATURE:</b>	/Anthony F. Lo Cicero/		
<b>DATE SIGNED:</b>	02/28/2023		
<b>Total Attachments: 2</b>			

OP \$140.00 3203966

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## NOTICE OF CHANGE OF NAME

WHEREAS IAB Transition, LLC, a Limited Liability Company organized and existing under the laws of the State of Delaware, having a principal place of business at 233 Northern Boulevard, Clarks Summit, Pennsylvania 18411 ("Transition"), is the record owner of all right, title and interest to the trademarks described in the attached Exhibit A ("Trademarks"), and the scheduled U.S. Trademark Registrations for the Trademarks; and

WHEREAS Transition has changed its name to IAB Solutions, LLC ("Solutions"), but it remains a Limited Liability Company organized and existing under the laws of the State of Delaware, having a principal place of business at 233 Northern Boulevard, Clarks Summit, Pennsylvania 184; and

WHEREAS Solutions wishes to provide a document suitable for recording in the United States Patent and Trademark Office reflecting the aforesaid change of name.

NOW, THEREFORE, please be advised that the current name of the owner of the Trademarks is IAB Solutions, LLC.

IN WITNESS WHEREOF, Solutions has caused this Notice of Change of Name to be signed in its corporate name by its duly authorized officer this 27 day of FEBRUARY 2023.


IAB SOLUTIONS, LLC

By: H. F. Potter III

Name: Hamilton Potter

Title: President

EXHIBIT A  
TRADEMARKS

Trademarks	Registration No.	Registration Date
IAB	3,203,966	January 30, 2007
 Partners. Solutions. Results.	3,802,048	June 15, 2010
	3,874,310	November 9, 2010
	3,809,316	June 9, 2010
	3,006,543	October 11, 2005