

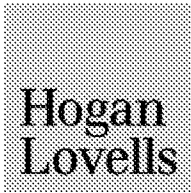
TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM819252

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
RESUBMIT DOCUMENT ID:	900772281		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bond Brand Loyalty Inc.		04/28/2023	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	Bond Brand Loyalty ULC		
Street Address:	25 King St W		
City:	Toronto, Ontario		
State/Country:	CANADA		
Postal Code:	M5L 2A1		
Entity Type:	Unlimited Liability Company: CANADA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4732997	BOND BRAND LOYALTY	
Serial Number:	88817083	SYNAPZE	
Serial Number:	97271446	BOND.	
Serial Number:	97271473	BOND.	
CORRESPONDENCE DATA			
Fax Number:	3038997333		
<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:	3038997300		
Email:	BoxIP@hoganlovells.com		
Correspondent Name:	Thomas Petrie of Hogan Lovells US LLP		
Address Line 1:	1601 Wewatta Street, Suite 900		
Address Line 4:	Denver, COLORADO 80202		
ATTORNEY DOCKET NUMBER:	047030.000015		
NAME OF SUBMITTER:	Thomas Petrie		
SIGNATURE:	/Thomas Petrie/		
DATE SIGNED:	06/23/2023		
Total Attachments: 6			

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June 23, 2023

U.S. Patent and Trademark Office
Assignment Recordation Branch
P.O. Box 1450
Alexandria, VA 22313

To Whom It May Concern:

Further to my discussion with the U.S. Patent and Trademark Office Assignment Recordation Branch on June 16, 2023, I confirm that Bond Brand Loyalty Inc., a Canadian corporation, **converted** to Bond Brand Loyalty ULC, a Canadian unlimited liability company, on April 28, 2023, as evidenced by the attached supporting document (note the following text in the "Form Filed" field on page 1 thereof: "*Notice of Alteration from a BC Company to Become a BC Unlimited Liability Company*"). I further confirm that the attached is the correct and only available official document evidencing such entity conversion under Canada law, notwithstanding the name of the certificate associated with such conversion as issued by the relevant Canadian authorities (i.e., "Certificate of Change of Name").

As such, I further confirm that the "*Nature of Conveyance*" in this recordation (Document ID: 900772281):

- **should be recorded** as an "**Entity Conversion**" to accurately reflect the registrant's legal change in entity type from a corporation to an unlimited liability company, and
- should **not** be recorded as a "**Name Change**", which would not describe the nature of the underlying transaction.

Please call me should you have any questions regarding any of the foregoing.

Respectfully submitted,

/s/ Thomas Petrie
Hogan Lovells US LLP
1601 Wewatta Street, Suite 900
Denver, CO 80202
Phone: (303) 899-7300
Email: BoxIP@hoganlovells.com

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REEL: 008106 FRAME: 0820



Cover Sheet

BOND BRAND LOYALTY ULC

Confirmation of Service

Form Filed: Notice of Alteration from a BC Company to Become a BC Unlimited Liability Company

Date and Time of Filing: April 28, 2023 10:07 AM Pacific Time

Alteration Effective Date: The alteration is to take effect at the time that this application is filed with the Registrar.

Name of Company: BOND BRAND LOYALTY ULC

Incorporation Number: C1413253

This package contains:

- Certified Copy of the Notice of Articles
- Certificate of Name Change

Check your documents carefully to ensure there are no errors or omissions. If errors or omissions are discovered, please contact the Corporate Registry for instructions on how to correct the errors or omissions.



CERTIFIED COPY
Of a Document filed with the Province of
British Columbia Registrar of Companies

Notice of Articles

BUSINESS CORPORATIONS ACT

T.K. SPARKS

This Notice of Articles was issued by the Registrar on: April 28, 2023 10:07 AM Pacific Time

Incorporation Number: C1413253

Recognition Date and Time: Continued into British Columbia on April 28, 2023 09:37 AM Pacific Time

NOTICE OF ARTICLES

B.C. UNLIMITED LIABILITY COMPANY STATEMENT

The shareholders of this company are jointly and severally liable to satisfy the debts and liabilities of this company to the extent provided in section 51.3 of the Business Corporations Act.

Name of Company:

BOND BRAND LOYALTY ULC

REGISTERED OFFICE INFORMATION

Mailing Address:

2800 PARK PLACE
666 BURRARD STREET
VANCOUVER BC V6C 2Z7
CANADA

Delivery Address:

2800 PARK PLACE
666 BURRARD STREET
VANCOUVER BC V6C 2Z7
CANADA

RECORDS OFFICE INFORMATION

Mailing Address:

2800 PARK PLACE
666 BURRARD STREET
VANCOUVER BC V6C 2Z7
CANADA

Delivery Address:

2800 PARK PLACE
666 BURRARD STREET
VANCOUVER BC V6C 2Z7
CANADA

DIRECTOR INFORMATION**Last Name, First Name, Middle Name:**

MacDonald, Robert

Mailing Address:6900 MARITZ DRIVE
MISSISSAUGA ON L5W 1L8
CANADA**Delivery Address:**6900 MARITZ DRIVE
MISSISSAUGA ON L5W 1L8
CANADA

AUTHORIZED SHARE STRUCTURE

1.	No Maximum	Common Shares	Without Par Value
			Without Special Rights or Restrictions attached



Number: C1413253

CERTIFICATE OF CHANGE OF NAME

BUSINESS CORPORATIONS ACT

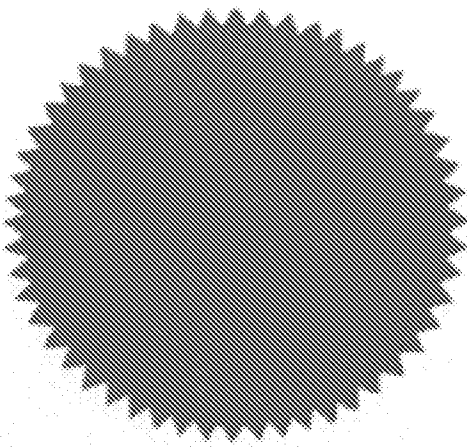
I Hereby Certify that BOND BRAND LOYALTY INC. changed its name to BOND BRAND LOYALTY ULC on April 28, 2023 at 10:07 AM Pacific Time.

Issued under my hand at Victoria, British Columbia

On April 28, 2023

T.K. SPARKS

Registrar of Companies
Province of British Columbia
Canada



ELECTRONIC CERTIFICATE

RECORDED: 05/11/2023

TRADEMARK
REEL: 008106 FRAME: 0824