

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Incisent Technologies LLC		12/11/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	INCISENT Labs Group LLC		
Street Address:	833 West Jackson		
Internal Address:	Suite 800		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60607		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4055635	MAX AD	
Serial Number:	77899914	GET MARKET PROOF	
Registration Number:	3827751	MANAGING THROUGH AUTOMATED EXPERTISE	
Registration Number:	3827748	MAX	
Registration Number:	3909501	AUTOMOTIVE RETAIL PERFORMANCE SOLUTIONS	
CORRESPONDENCE DATA			
Fax Number:	2149813400		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	214-981-3300		
Email:	jchester@sidley.com		
Correspondent Name:	Sidley Austin LLP c/o Julia Chester		
Address Line 1:	717 N. Harwood		
Address Line 2:	Suite 3400		

CH \$140.00 4055635

Address Line 4: Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER: 19042-00201

NAME OF SUBMITTER: Julia M. Chester

Signature: /Julia M. Chester/

Date: 02/11/2013

Total Attachments: 2

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Delaware

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The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "INCISENT TECHNOLOGIES LLC", CHANGING ITS NAME FROM "INCISENT TECHNOLOGIES LLC" TO "INCISENT LABS GROUP LLC", FILED IN THIS OFFICE ON THE TWELFTH DAY OF DECEMBER, A.D. 2012, AT 11:04 O'CLOCK A.M.

3317571 8100

121327841

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 0060713

DATE: 12-12-12

TRADEMARK
REEL: 004959 FRAME: 0311

**CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF FORMATION
OF
INCISENT TECHNOLOGIES LLC**

1. The name of the limited liability company is INCISENT Technologies LLC.
2. The Certificate of Formation of the limited liability company is hereby amended as follows:
 1. The name of the limited liability company is INCISENT Labs Group LLC.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Amendment of INCISENT Technologies LLC this 11 day of December, 2012.



Patrick G. Ryan, Jr.
Chief Executive Officer

*State of Delaware
Secretary of State
Division of Corporations
Delivered 11:46 AM 12/12/2012
FILED 11:04 AM 12/12/2012
SRV 121327841 - 3317571 FILE*