

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
SM Acquisitions LLC		11/07/2013	LIMITED LIABILITY COMPANY:

RECEIVING PARTY DATA	
Name:	StoreBoard Media LLC
Street Address:	790 W. Frontage Road
Internal Address:	Suite 318
City:	Northfield
State/Country:	ILLINOIS
Postal Code:	60093
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Registration Number:	3590447	STOREBOARD
Registration Number:	3572056	EYECURVE
Registration Number:	4170386	STOREBOARDMEDIA

CORRESPONDENCE DATA	
Fax Number:	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	312-281-1116
Email:	rfloren@hmbllaw.com
Correspondent Name:	Rebecca Floren
Address Line 1:	500 W. Madison St.
Address Line 2:	Ste 3700
Address Line 4:	Chicago, ILLINOIS 60661

ATTORNEY DOCKET NUMBER:	15056.000
-------------------------	-----------

OP \$90.00 3590447

NAME OF SUBMITTER:	Rebecca Floren
Signature:	/Rebecca Floren/
Date:	11/22/2013
Total Attachments: 2 source=SM Acquisitions LLC - Name Change#page1.tif source=SM Acquisitions LLC - Name Change#page2.tif	

Delaware

PAGE 1

The First State

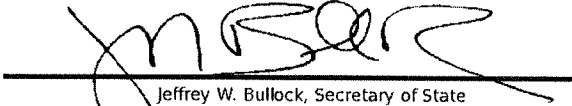
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "SM ACQUISITIONS LLC", CHANGING ITS NAME FROM "SM ACQUISITIONS LLC" TO "STOREBOARD MEDIA LLC", FILED IN THIS OFFICE ON THE SEVENTH DAY OF NOVEMBER, A.D. 2013, AT 6:34 O'CLOCK P.M.

5424222 8100

131285925

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 0879980

DATE: 11-08-13

TRADEMARK
REEL: 005159 FRAME: 0682

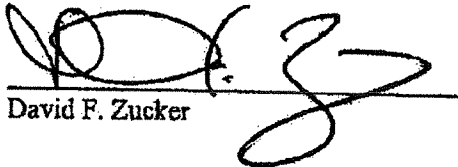
CERTIFICATE OF AMENDMENT TO CERTIFICATE OF FORMATION
OF
SM ACQUISITIONS LLC

SM ACQUISITIONS LLC, a limited liability company organized and existing under and by virtue of the Limited Liability Company Act of the State of Delaware, does hereby certify:

1. The name of the limited liability company is SM ACQUISITIONS LLC.
2. The certificate of formation of the company is hereby amended by striking out Article 1 thereof and by substituting in lieu of said Article the following new Article:

The name of the limited liability company is STOREBOARD MEDIA LLC.

Executed: November 6, 2013.



David F. Zucker