

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM388911

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	MERGER AND CHANGE OF NAME
<b>EFFECTIVE DATE:</b>	06/17/2016

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Rise Interactive, Inc.		06/17/2016	Corporation: ILLINOIS

**NEWLY MERGED ENTITY DATA**

Name	Execution Date	Entity Type
Rise Interactive Media & Analytics, LLC	06/17/2016	Corporation: DELAWARE

**MERGED ENTITY'S NEW NAME (RECEIVING PARTY)**

<b>Name:</b>	Rise Interactive Media & Analytics, LLC
<b>Street Address:</b>	One South Wacker Dr.
<b>Internal Address:</b>	Suite 300
<b>City:</b>	Chicago
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60606
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

**PROPERTY NUMBERS Total: 18**

Property Type	Number	Word Mark
<b>Serial Number:</b>	86414159	RISE INTERACTIVE
<b>Serial Number:</b>	86414153	
<b>Serial Number:</b>	86414174	RISE INTERACTIVE
<b>Serial Number:</b>	86703689	CONNEX
<b>Serial Number:</b>	86703687	CONTEXT X CONNECTIONS
<b>Serial Number:</b>	86703679	CONNEX
<b>Serial Number:</b>	86703677	X
<b>Serial Number:</b>	86717903	ANALYTICALLY DRIVEN
<b>Serial Number:</b>	86703674	INTERNET MARKETING LEADERSHIP SERIES
<b>Serial Number:</b>	86703660	IMLS
<b>Serial Number:</b>	86703657	INTERNET MARKETING LEADERSHIP SERIES STR
<b>Serial Number:</b>	86717915	INTERACTIVE INVESTMENT MANAGEMENT
<b>Serial Number:</b>	86717910	IIM

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	86717907	MARKETING INTELLIGENCE DATA PERSONALIZAT
Serial Number:	87025938	RISE
Serial Number:	87047759	RISE INTERACTIVE
Serial Number:	87058395	INTERACTIVE INVESTMENT MANAGER
Serial Number:	87058385	PIONEERING A BETTER WAY

**CORRESPONDENCE DATA**

**Fax Number:**

*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.*

**Phone:** 312-913-3376

**Email:** pringle@mbhb.com

**Correspondent Name:** Jordan Pringle

**Address Line 1:** 300 S Wacker Drive

**Address Line 2:** McDonnell Boehnen Hulbert & Berghoff LLP

**Address Line 4:** Chicago, ILLINOIS 60606

<b>NAME OF SUBMITTER:</b>	Jordan J. Pringle
<b>SIGNATURE:</b>	/Jordan J. Pringle/
<b>DATE SIGNED:</b>	06/22/2016

**Total Attachments: 2**

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# Delaware

The First State

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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 MERGER, WHICH MERGES:

"RISE INTERACTIVE, INC.", AN ILLINOIS CORPORATION,  
WITH AND INTO "RISE INTERACTIVE MEDIA & ANALYTICS, LLC"  
UNDER THE NAME OF "RISE INTERACTIVE MEDIA & ANALYTICS, LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE ON THE SEVENTEENTH DAY OF JUNE, A.D. 2016, AT 7:42 O`CLOCK P.M.



  
Jeffrey W. Bullock, Secretary of State

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SR# 20164528030

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

Authentication: 202517541  
Date: 06-20-16

**TRADEMARK**  
**REEL: 005819 FRAME: 0341**

**CERTIFICATE OF MERGER**

of

**RISE INTERACTIVE, INC., (an Illinois Corporation)**

with and into

**RISE INTERACTIVE MEDIA & ANALYTICS, LLC, (a Delaware Limited Liability Company)**

Pursuant to Title 6, Section 18-209 of the Delaware Limited Liability Company Act, the undersigned limited liability company executed the following Certificate of Merger:

**FIRST:** The name and jurisdiction of formation of each of the constituent entities in the merger (the "Merger") are as follows:

- (i) Rise Interactive, Inc. ....Illinois
- (ii) Rise Interactive Media & Analytics, LLC.....Delaware

**SECOND:** An Agreement and Plan of Merger has been approved, adopted, certified, executed and acknowledged by each of the constituent entities.

**THIRD:** The name of the surviving company is Rise Interactive Media & Analytics, LLC (herein sometimes referred to as the "Surviving Company").

**FOURTH:** The executed Agreement and Plan of Merger is on file at the principal place of business of the Surviving Company at: 1 South Wacker Drive, Suite 300, Chicago, IL 60606.

**FIFTH:** A copy of the Agreement and Plan of Merger will be furnished by the Surviving Company, on request and without cost, to any shareholder or member of the constituent entities.

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**IN WITNESS WHEREOF,** the Surviving Company has executed this Certificate of Merger as of June 17, 2016.

**RISE INTERACTIVE MEDIA & ANALYTICS,  
LLC**

By: /s/ Jon Morris  
Name: Jon Morris  
Title: President