

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM396264

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	07/08/2015		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Data Driven Marketing, Inc.		07/08/2015	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Data Driven Marketing, Inc.		
Street Address:	225 Pierce Street, No. 10		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94117		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4743216	WHATRUNSWHERE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	760-685-3893		
Email:	brian@coastlawgroup.com		
Correspondent Name:	Brian Dirkmaat		
Address Line 1:	1140 South Coast Hwy 101		
Address Line 4:	Encinitas, CALIFORNIA 92024		
NAME OF SUBMITTER:	Brian Dirkmaat		
SIGNATURE:	/brian dirkmaat/		
DATE SIGNED:	08/24/2016		
Total Attachments: 4			
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Certificate of Ownership and Merger
Section 253 – Parent into Subsidiary
Merging
Data Driven Marketing, Inc., a California corporation
Into
Data Driven Marketing, Inc. a Delaware corporation

Data Driven Marketing, Inc., a corporation organized and existing under the laws of California (“this corporation”)

Certifies:

First: That it was organized pursuant to the provisions of the General Corporation Law of California on September 27, 2010.

Second: That it owns 100% of the outstanding shares of the capital stock of Data Driven Marketing, Inc., a corporation organized pursuant to the provisions of the General Corporation Law of Delaware on June 22, 2015 (“Subsidiary”).

Third: That its Board of Directors in an action by unanimous written consent dated July 6, 2015 determined to merge the corporation into Subsidiary and adopted the following resolutions:

WHEREAS, this corporation owns all of the outstanding shares of Data Driven Marketing, Inc., a Delaware corporation (“Subsidiary”); and

WHEREAS, the directors deem it to be in the best interests of this corporation and its shareholders to merge itself into Subsidiary;

THEREFORE, IT IS RESOLVED, that this corporation merge itself into Subsidiary (with Subsidiary as the surviving corporation) and that Subsidiary assume all of this corporation’s obligations and liabilities pursuant to Section 1110 of the California Corporations Code;


RESOLVED, FURTHER, that upon the effectiveness of this merger, the holders of the outstanding shares of common stock of this corporation will each receive 594.642857142857 shares of the common stock of Subsidiary for each share of common stock of this corporation and will have no further claims of any kind or nature; and all of the common stock of this corporation held by the shareholders of this corporation will be surrendered and canceled;

RESOLVED FURTHER, that this resolution to merge be submitted to the stockholders of this corporation in accordance with California law, and upon approval of these resolutions to merge by the outstanding shares of this corporation, the merger will be deemed approved; and

RESOLVED, FURTHER, that each officer of this corporation is authorized and directed to take all further action and to execute and deliver all further documents as the officers acting determine to be necessary, that determination to be conclusively evidenced by their action.

Fourth: That this merger has been adopted, approved, certified, executed and acknowledged by this corporation in accordance with the laws of California.

This corporation has caused this Certificate to be signed by an authorized officer on July 6, 2015.

By: 
Michael Cojanu, President

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Certificate of Ownership
Data Driven Marketing, Inc.
 California Secretary of State File No. C3319729

FILED
 Secretary of State
 State of California

JUL 08 2015

LPC

Michael Cojanu certifies that:

1. He is the duly elected and acting president and secretary of the above-named corporation ("**this corporation**").
2. This corporation owns 100 percent of the outstanding shares of each class of Data Driven Marketing, Inc., a Delaware corporation ("**Subsidiary**").
3. The board of directors of this corporation has duly adopted the following resolutions:

WHEREAS, this corporation owns all of the outstanding shares of Data Driven Marketing, Inc., a Delaware corporation ("**Subsidiary**"); and

WHEREAS, the directors deem it to be in the best interests of this corporation and its shareholders to merge itself into Subsidiary;

THEREFORE, IT IS RESOLVED, that this corporation merge itself into Subsidiary (with Subsidiary as the surviving corporation) and that Subsidiary assume all of this corporation's obligations and liabilities pursuant to Section 1110 of the California Corporations Code;

RESOLVED, FURTHER, that upon the effectiveness of this merger, the holders of the outstanding shares of common stock of this corporation will each receive 594.642857142857 shares of the common stock of Subsidiary for each share of common stock of this corporation and will have no further claims of any kind or nature; and all of the common stock of this corporation held by the shareholders of this corporation will be surrendered and canceled;

RESOLVED FURTHER, that this resolution to merge be submitted to the stockholders of this corporation in accordance with California law, and upon approval of these resolutions to merge by the outstanding shares of this corporation, the merger will be deemed approved; and

RESOLVED, FURTHER, that each officer of this corporation is authorized and directed to take all further action and to execute and deliver all further documents as the officers acting determine to be necessary, that determination to be conclusively evidenced by their action.

4. The board of directors of Subsidiary has duly adopted the following resolutions:

WHEREAS, it is proposed that Data Driven Marketing, Inc., a California corporation (“**Parent**”) be merged into this corporation (“**Subsidiary**”) and this board of directors has reviewed the resolutions of the board of directors of Parent electing to effect the merger;


RESOLVED, that this board of directors approves the resolutions of the board of directors of Parent electing to effect the merger in their entirety; and

RESOLVED, FURTHER, that each officer of this corporation is authorized and directed to take all further action and to execute and deliver all further documents as the officers acting determine to be necessary, that determination to be conclusively evidenced by their action.

5. The principal terms of the resolutions of the board of directors of this corporation electing to effect this merger have been approved by the outstanding shares of each class of outstanding stock of this corporation whose approval is required by Section 1201 of the California Corporations Code, namely: the shareholder approval was by the holders of 100% of the outstanding shares of common stock of this corporation, and common stock is the only class of shares outstanding.

I further declare under penalty of perjury under the laws of the State of California that the matters set forth in this certificate are true and correct of my own knowledge.

Dated: July 6th, 2015



Michael Cojanu, President and Secretary