

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM412906

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ENTITY CONVERSION		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
MarketLive, Inc.		06/22/2016	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MarketLive, LLC		
<b>Street Address:</b>	617 Second Street		
<b>Internal Address:</b>	Suite B		
<b>City:</b>	Petaluma		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94952		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4829672	INSIGHTFUL COMMERCE	
<b>Registration Number:</b>	4069999	MARKETLIVE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9497609502		
<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>			
<b>Phone:</b>	949-760-0404		
<b>Email:</b>	efiling@knobbe.com		
<b>Correspondent Name:</b>	Catherine J. Holland		
<b>Address Line 1:</b>	2040 Main Street, 14th Floor		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92614		
<b>ATTORNEY DOCKET NUMBER:</b>	KIBO.021/023T		
<b>NAME OF SUBMITTER:</b>	Catherine J. Holland		
<b>SIGNATURE:</b>	/Catherine Holland/		
<b>DATE SIGNED:</b>	01/19/2017		
<b>Total Attachments: 4</b>			
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LLC-1A

File # **201617910041**



**State of California  
Secretary of State**

1996817 out

**Limited Liability Company  
Articles of Organization - Conversion**

**FILED** *A Hill*  
Secretary of State  
State of California

JUN 22 2016

IMPORTANT — Read all instructions before completing this form.

**Converted Entity Information**

1. Name of Limited Liability Company (The name must include the words Limited Liability Company or the abbreviations LLC or L.L.C. The words Limited and Company may be abbreviated to Ltd. and Co., respectively.)

MarketLive, LLC

2. The purpose of the limited liability company is to engage in any lawful act or activity for which a limited liability company may be organized under the California Revised Uniform Limited Liability Company Act.

3. The limited liability company will be managed by (check only one):

One Manager

More Than One Manager

All Limited Liability Company Member(s)

4. Initial Street Address of Limited Liability Company's Designated Office in CA

617 Second Street, Suite B, Petaluma

City State Zip Code  
CA 94952

5. Initial Mailing Address of Limited Liability Company, if different from Item 4

City State Zip Code

6. Initial Agent for Service of Process: Item 6a: List the name of an individual or a corporation registered in CA under California Corporations Code section 1506 that agrees to be your agent for service of process. You may not list the converted entity as the agent. Item 6b: If the agent is an individual, list the agent's CA business or residential street address. Item 6c: If the agent is an individual and the converting entity is a CA corporation, limited partnership or general partnership, list the the agent's mailing address. Do not list an address if the agent is a CA registered corporate agent as the address for service of process is already on file.

a. Name of Agent For Service of Process

Birch Blair

b. If an individual, Street Address of Agent for Service of Process - Do not list a P.O. Box

617 Second Street, Suite B, Petaluma

City State Zip Code  
CA 94952

c. If an individual, Mailing Address of Agent for Service of Process

617 Second Street, Suite B, Petaluma, CA 94952

City State Zip Code

**Converting Entity Information**

7. Name of Converting Entity

MarketLive, Inc.

8. Form of Entity

Corporation

9. Jurisdiction

California

10. CA Secretary of State File Number, if any

1996817

11. The principal terms of the plan of conversion were approved by a vote of the number of interests or shares of each class that equaled or exceeded the vote required. If a vote was required, the following was required for each class:

The class and number of outstanding interests entitled to vote.  
Common Stock, 1,000

AND

The percentage vote required of each class.  
51%

**Additional Information**

12. Additional information set forth on the attached pages, if any, is incorporated herein by this reference and made part of this certificate.

13. I certify under penalty of perjury that the contents of this document are true. I declare I am the person who executed this instrument, which execution is my act and deed.

Signature of Authorized Person

Kenneth R. Frank, C.E.O.

Type or Print Name and Title of Authorized Person

Signature of Authorized Person

Keilen Sottile, Secretary

Type or Print Name and Title of Authorized Person

LLC-1A

File # 201617910041

**State of California  
Secretary of State**

**Limited Liability Company  
Articles of Organization - Conversion**

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More Than One Manager

All Limited Liability Company Member(s)

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City

State

Zip Code

CA

94952

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City

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Zip Code

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13. I certify under penalty of perjury that the contents of this document are true. I declare I am the person who executed this instrument, which execution is my act and deed.

Signature of Authorized Person

*Kellen Sottile*

Signature of Authorized Person

Kenneth R. Frank, C.E.O.

Type or Print Name and Title of Authorized Person

Kellen Sottile, Secretary

Type or Print Name and Title of Authorized Person



I hereby certify that the foregoing  
transcript of 2 page(s)  
is a full, true and correct copy of the  
original record in the custody of the  
California Secretary of State's office.

JUN 27 2016

Date: \_\_\_\_\_ *JP*

*Alex Padilla*

ALEX PADILLA, Secretary of State

**TRADEMARK**

**REEL: 005977 FRAME: 0826**



Secretary of State  
Business Programs Division

Business Entities, 1500 11th Street, 3rd Floor, Sacramento, CA 95814

## Welcome to California

Congratulations on the registration of your limited liability company with the California Secretary of State. Please see below for important information.

### Required Statement of Information

California law requires limited liability companies to keep their public record updated by filing a Statement of Information with the California Secretary of State.

Limited liability companies must file a complete Statement of Information (Form LLC-12) within the first 90 days of filing the Articles of Organization or Application to Register, and then every 2 years after that before the end of the month of the registration date.

Statements of Information for limited liability companies must be submitted on paper to the California Secretary of State, and can be mailed or delivered in person (drop off) to the Sacramento office. Additional information regarding Statements of Information, including forms, instructions and current fees is available at [www.sos.ca.gov/business-programs/business-entities/statements](http://www.sos.ca.gov/business-programs/business-entities/statements).

Current processing times for Statements of Information may be found at [www.sos.ca.gov/business-programs/business-entities/processing-times](http://www.sos.ca.gov/business-programs/business-entities/processing-times).

### Other Business Information and Resources

All business entities are subject to state and federal tax laws. You may wish to contact the following agencies to assist you with these issues:

- Internal Revenue Service – [www.irs.gov](http://www.irs.gov) or call (800) 829-1040 for forms and issues concerning Federal tax, employer identification numbers, subchapter S elections
- Franchise Tax Board – [www.ftb.ca.gov](http://www.ftb.ca.gov) or call (800) 852-5711 for forms and issues concerning franchise tax and state income tax requirements
- State Board of Equalization – [www.boe.ca.gov](http://www.boe.ca.gov) or call (800) 400-7115 for forms and issues concerning sales taxes or use taxes
- Employment Development Department – [www.edd.ca.gov](http://www.edd.ca.gov) or call (800) 300-5616 for forms and issues concerning employment and payroll taxes

Please refer to [www.sos.ca.gov/business-programs/business-entities/resources](http://www.sos.ca.gov/business-programs/business-entities/resources) for a list of other agencies you may need to contact to ensure proper compliance with the laws of the State of California. Please be aware that the California Secretary of State does not license limited liability companies. For licensing requirements, please contact the California city and/or county where the principal place of business is located and/or the state agency, or board with jurisdiction over the activities of the limited liability company