

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM431575

<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>
Auctiva Corporation		05/22/2015	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Auctiva, LLC		
<b>Street Address:</b>	160 Greentree Drive		
<b>Internal Address:</b>	Suite 101		
<b>City:</b>	Dover		
<b>State/Country:</b>	DELAWARE		
<b>Postal Code:</b>	19904		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3198068	SELLATHON	
<b>Registration Number:</b>	3634842	AUCTIVA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6173957070		
<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>	6173957019		
<b>Email:</b>	ahammitte@lalaw.com		
<b>Correspondent Name:</b>	Ann Lamport Hammitte		
<b>Address Line 1:</b>	One Main Street		
<b>Address Line 2:</b>	LANDO & ANASTASI, LLP		
<b>Address Line 4:</b>	Cambridge, MASSACHUSETTS 02142		
<b>NAME OF SUBMITTER:</b>	Ann Lamport Hammitte		
<b>SIGNATURE:</b>	//alh//		
<b>DATE SIGNED:</b>	06/16/2017		
<b>Total Attachments: 6</b>			
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source=Auctiva LLC - Certificate of Conversion (2)#page6.tif

# Delaware

PAGE 1

*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "AUCTIVA CORPORATION" TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "AUCTIVA CORPORATION" TO "AUCTIVA, LLC", FILED IN THIS OFFICE ON THE TWENTY-SECOND DAY OF MAY, A.D. 2015, AT 5:21 O'CLOCK P.M.

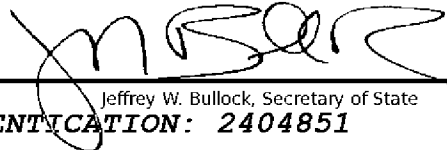
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE TWENTY-SECOND DAY OF MAY, A.D. 2015, AT 6 O'CLOCK P.M.

3081260 8100V

150751918

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



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 2404851

DATE: 05-22-15

TRADEMARK  
REEL: 006085 FRAME: 0896

**STATE OF DELAWARE  
CERTIFICATE OF CONVERSION OF**

**AUCTIVA CORPORATION**

**FROM A CORPORATION TO A  
LIMITED LIABILITY COMPANY PURSUANT TO  
SECTION 18-214 OF THE LIMITED LIABILITY COMPANY ACT**

1. The date on which and the jurisdiction where Auctiva Corporation (the "Corporation") was first formed is August 11, 1999, in the State of Delaware.
2. The jurisdiction of the Corporation immediately prior to filing this Certificate is the State of Delaware.
3. The name of the Corporation immediately prior to filing this Certificate is Auctiva Corporation.
4. The name of the limited liability company into which the Corporation is to be converted as set forth in its Certificate of Formation is Auctiva, LLC (the "LLC").
5. The conversion of the Corporation to the LLC has been approved in accordance with the provisions of Sections 228 and 266 of the General Corporation Law of the State of Delaware and Section 18-214 of the Limited Liability Company Act.
6. The conversion of the Corporation to the LLC shall be effective as of 6:00 p.m. Eastern Daylight Savings Time on May 22, 2015.

(remainder of page intentionally left blank)

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion to a Limited Liability Company this 22<sup>nd</sup> day of May, 2015.

AUCTIVA CORPORATION

By: MS. L  
Name: Michael S. Effle  
Title: President

[Auctiva Corporation – Signature Page to Certificate of LLC Conversion]

TRADEMARK  
REEL: 006085 FRAME: 0898

# Delaware

PAGE 2

*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "AUCTIVA, LLC" FILED IN THIS OFFICE ON THE TWENTY-SECOND DAY OF MAY, A.D. 2015, AT 5:21 O'CLOCK P.M.

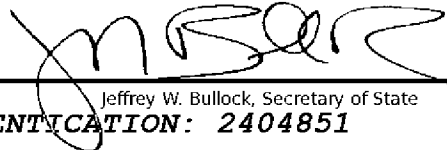
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF FORMATION IS THE TWENTY-SECOND DAY OF MAY, A.D. 2015, AT 6 O'CLOCK P.M.

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at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 2404851

DATE: 05-22-15

TRADEMARK  
REEL: 006085 FRAME: 0899

**CERTIFICATE OF FORMATION**

**OF**

**AUCTIVA, LLC**

May 22, 2015

This Certificate of Formation of Auctiva, LLC (the "Company") is being duly executed and filed by the undersigned, as an authorized person, to form a limited liability company under the Delaware Limited Liability Company Act (6 Del. C. §§ 18-101, et seq.).

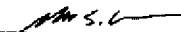
1. The name of the limited liability company is Auctiva, LLC.
2. The address of the registered office of the Company in the State of Delaware is c/o National Registered Agents, Inc., 160 Greentree Drive, Suite 101, City of Dover, County of Kent, Delaware, USA 19904.
3. The name and address of the registered agent for service of process on the Company in the State of Delaware is National Registered Agents, Inc., 160 Greentree Drive, Suite 101, City of Dover, County of Kent, Delaware, USA 19904.
4. The formation of Auctiva, LLC shall be effective as of 6:00 p.m. Eastern Daylight Savings Time on May 22, 2015.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation of Auctiva, LLC as of the date first written above.

(remainder of page intentionally left blank)

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation of Auctiva, LLC as of the date first written above.

AUCTIVA, LLC

By:   
Name: Michael S. Effe  
Title: President

[Auctiva, LLC – Signature Page to Certificate of LLC Formation]