

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM506310

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	MERGER		
<b>EFFECTIVE DATE:</b>	10/01/2015		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Point of Purchase Advertising International, Inc.		09/25/2015	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	A.R.E. - Association for Retail Environments		
<b>Street Address:</b>	440 N. Wells Street		
<b>Internal Address:</b>	Suite 740		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60654		
<b>Entity Type:</b>	Corporation: ILLINOIS		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2205134	CHIEF AWARD	
<b>Registration Number:</b>	2205133	OMA AWARDS	
<b>Registration Number:</b>	1595825	POPAI	
<b>Registration Number:</b>	1588615	POPAI	
<b>Registration Number:</b>	1932202	POPAI HALL OF FAME	
<b>Registration Number:</b>	5212083	MARC	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	3124996739		
<b>Email:</b>	nlvilliard@duanemorris.com		
<b>Correspondent Name:</b>	Duane Morris-Chicago IP		
<b>Address Line 1:</b>	190 S. LaSalle Street		
<b>Address Line 2:</b>	Suite 3700		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60603		
<b>NAME OF SUBMITTER:</b>	Alain Villeneuve		

CH \$165.00 2205134

<b>SIGNATURE:</b>	/Alain Villeneuve/
<b>DATE SIGNED:</b>	01/17/2019
<b>Total Attachments: 7</b> source=Merger#page1.tif source=Merger#page2.tif source=Merger#page3.tif source=Merger#page4.tif source=Merger#page5.tif source=Merger#page6.tif source=Merger#page7.tif	

FILING RECEIPT

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ENTITY NAME: A.R.E. - ASSOCIATION FOR RETAIL ENVIRONMENTS, AN ILLINOIS  
NOT-FOR-PROFIT CORPORATION  
DOCUMENT TYPE: MERGER (UNA. NFP) COUNTY: UNKN  
PROCESS

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FILED:10/01/2015 DURATION:\*\*\*\*\* CASH#:151001000486 FILM #:151001000476

FILER:

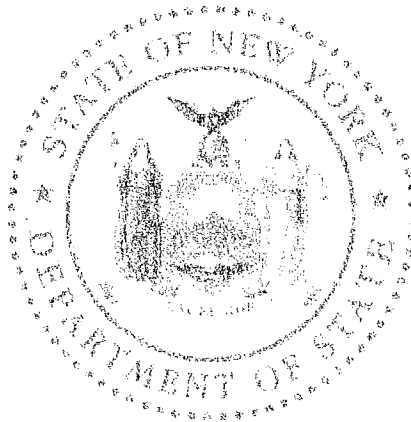
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GKG LAW. P.C.  
SUITE 500 1055 THOMAS JEFFERSON  
STREET, N.W.  
WASHINGTON, DC 20007

EFFECT DATE  
-----  
10/01/2015

ADDRESS FOR PROCESS:

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NEW ASSOCIATION  
440 N. WELLS STREET, SUITE 740  
CHICAGO, IL 60654

REGISTERED AGENT:



CONSTITUENT NAME: POINT OF PURCHASE ADVERTISING INTERNATIONAL, INC.

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SERVICE COMPANY: CORPORATION SERVICE COMPANY - 45 SERVICE CODE: 45

FEES	340.00	PAYMENTS	340.00
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FILING	30.00	CASH	0.00
TAX	0.00	CHECK	0.00
CERT	0.00	CHARGE	0.00
COPIES	10.00	DRAWDOWN	340.00
HANDLING	300.00	OPAL	0.00
		REFUND	0.00

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DOS-1025 (04/2007)

**TRADEMARK**  
**REEL: 006528 FRAME: 0115**

***STATE OF NEW YORK***

***DEPARTMENT OF STATE***

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.



WITNESS my hand and official seal of the Department of State, at the City of Albany, on October 1, 2015.

*Anthony Giardina*

Anthony Giardina  
Executive Deputy Secretary of State

**CERTIFICATE OF MERGER OF  
POINT OF PURCHASE ADVERTISING INTERNATIONAL, INC.,  
A NEW YORK NOT-FOR-PROFIT CORPORATION,  
INTO  
A.R.E. - ASSOCIATION FOR RETAIL ENVIRONMENTS,  
AN ILLINOIS NOT-FOR-PROFIT CORPORATION**  
Under Section 906 of the New York Not-For-Profit Corporation Law

Pursuant to the provisions of the Not-For-Profit Law of the State of New York, the undersigned, being Point of Purchase Advertising International, Inc., a domestic corporation, and A.R.E. - Association for Retail Environments, a foreign corporation, adopt the following Certificate of Merger for the purpose of merging them into one of such corporations:

**FIRST:** The name of the foreign constituent corporation, which is to be the surviving corporation is A.R.E. - Association for Retail Environments ("ARE") and the name under which it was formed is the National Association of Store Fixture Manufacturers. The jurisdiction of its incorporation is the State of Illinois, and its date of incorporation therein is July 17, 1964.

ARE has not filed an application for authority to conduct activities in the State of New York, and shall not conduct activities in the State of New York until an application for such authority has been filed.

**SECOND:** The name of the domestic constituent corporation, which is being merged into ARE, is Point of Purchase Advertising International, Inc. ("POPPI"), and the name under which it was formed is Point of Purchase Advertising Institute, Inc. The date upon which its Certificate of Incorporation as filed by the Department of State is October 15, 1945.

**THIRD:** POPPI has 188 voting members and 972 nonvoting members. All of its members have voting rights, retaining a single vote on association matters, except for 972 of the Global Members, in classifications as follows:

In the classification of Producer/Supplier Members, consisting of Corporations, Divisions, Partnerships, Sole Proprietors and other entities located in North America and engaged in Marketing at Retail/Advertising as producer/suppliers 138 members.

In the classification of Brand Marketers, consisting of Corporations, Divisions, Partnerships, Sole Proprietors and other entities which manufacture consumer product goods or services for sale at retail - 25 members.

In the classification of Retailers, consisting of Corporations, Divisions, Partnerships, Sole Proprietors and other entities which provide a channel of distribution for the branding or sale of products and/or services to the consumer - 11 members.

In the classification of Agency Members, consisting of Corporations, Divisions, Partnerships, Sole Proprietors and other entities engaged in the creation of advertising and/or sales promotion - 19 members.

In the classification of Associate/Supplier Members, consisting of Corporations, Divisions, Partnerships, Sole Proprietors and other entities located in North America and suppliers of integrated materials and services to the Marketing at Retail/Advertising industry, but not, in the judgment of the Board of Directors, qualifying as a Producer/Supplier Member - 12 members.

In the classification of Educator Members, consisting of persons currently teaching "advertising" in an accredited university, college or school and not otherwise engaged in Marketing at Retail/Advertising - 4 members.

FOURTH: ARE has four (4) classes of membership: Regular Members that has 315 members, Associate Members that has 231 members, Designer Members that has 61 members and Visual Merchandising Members that has 125 members. All of ARE's members have voting rights.

FIFTH: ARE agrees that it may be served with process in the State of New York in any action or special proceeding for the enforcement of any liability or obligation of any domestic corporation or of any foreign corporation, previously amenable to suit in the State of New York, which is a constituent corporation of the merger. ARE agrees that, as the surviving corporation, it may be sued in the State of New York in respect of any property transferred or conveyed to it as provided in section 907, paragraph (c) of the New York Not-for-Profit Corporation Law, or the use made of such property, or any transaction in connection therewith.

SIXTH: ARE designates the Secretary of State of New York as its agent upon whom process against it may be served in the manner set forth in paragraph (b) of section 306 of the New York Not-for-Profit Corporation Law, in any action or special proceeding.

The post office address to which the Secretary of State of New York shall mail a copy of such process is: New Association, 440 N. Wells Street, Suite 740, Chicago, IL 60654.

SEVENTH: The manner in which the plan and agreement of merger was approved by ARE is permitted by the laws of the State of Illinois and is in compliance therewith. The plan and agreement of merger was approved by vote of the members of POPAI, with 93 members voting for the plan and agreement of merger and 9 members voting against, at a meeting at which 102 members, constituting a quorum, were present.

EIGHTH: The merger is permitted by the law of the jurisdiction of each constituent corporation and is in compliance therewith.

NINTH: The effective date of the merger shall be October 1, 2015.

POINT OF PURCHASE ADVERTISING INTERNATIONAL, INC.

BY: Michelle Adams

Title: POPAT 2015 Chair

Michelle Adams, Chairman

Date: 9/29/15

A.R.E. – ASSOCIATION FOR RETAIL ENVIRONMENTS

BY:

\_\_\_\_\_  
Title:

Date: \_\_\_\_\_

N-1 CERT

POINT OF PURCHASE ADVERTISING INTERNATIONAL, INC.

BY:

\_\_\_\_\_  
Title:

\_\_\_\_\_  
Date:

A.R.E. - ASSOCIATION FOR RETAIL ENVIRONMENTS

BY:

*Bob Rosean*

\_\_\_\_\_  
Title:

Bob Rosean, President

*PRESIDENT OF BUND*

\_\_\_\_\_  
Date: *9/29/15*



CSC 45  
Drawdown

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CERTIFICATE OF MERGER

OF

POINT OF PURCHASE ADVERTISING INTERNATIONAL, INC.,  
A NEW YORK NOT-FOR-PROFIT CORPORATION,  
INTO  
A.R.E. - ASSOCIATION FOR RETAIL ENVIRONMENTS,  
AN ILLINOIS NOT-FOR-PROFIT CORPORATION

Section 906 of the New York Not-for-Profit Corporation Law

*Wax*

RECEIVED  
2015 OCT - 1 AM 10:02

aler: GKG LAW. P.C.  
Suite 500 1055 Thomas  
Jefferson Street, N.W.  
Washington, DC 20007  
Cust. Ref#809610Ckb

RECEIVED  
2015 SEP 30 AM 11:08  
DRAWDOWN

*ICC*

STATE OF NEW YORK  
DEPARTMENT OF STATE

FILED OCT. - 1 2015

TAX \$ \_\_\_\_\_

BY: *[Signature]*

2015 OCT - 1 AM 11:36

FILED

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