

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM557786

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	12/18/2019		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
AssetLock, LLC		12/18/2019	Limited Liability Company: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Simplicity Financial Marketing Holdings Inc.		
Street Address:	190 Trumbull Street		
Internal Address:	Ste. 301		
City:	Hartford		
State/Country:	CONNECTICUT		
Postal Code:	06103		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4099008	ASSETLOCK	
Registration Number:	4735017	A	
Registration Number:	5247175	ASSETLOCK EQUIPPED ADVISOR	
CORRESPONDENCE DATA			
Fax Number:	2059305101		
<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>			
Email:	tbush@sirate.com		
Correspondent Name:	Timothy A. Bush Esq.		
Address Line 1:	2311 Highland Ave. S.		
Address Line 4:	Birmingham, ALABAMA 35205		
ATTORNEY DOCKET NUMBER:	53654-26		
NAME OF SUBMITTER:	Timothy A. Bush		
SIGNATURE:	/TAB/		
DATE SIGNED:	01/16/2020		
Total Attachments: 4			

CH \$90.00 4099008

source=2019.12.18-AssetLock_-_DE_Certificate_of_Merger_of_AssetLock_into_SMFH_(recorded)#page1.tif
source=2019.12.18-AssetLock_-_DE_Certificate_of_Merger_of_AssetLock_into_SMFH_(recorded)#page2.tif
source=2019.12.20-SFMH_-_AssetLock_-_NJ_Certificate_of_Merger_(recorded)#page1.tif
source=2019.12.20-SFMH_-_AssetLock_-_NJ_Certificate_of_Merger_(recorded)#page2.tif

Delaware

The First State

Page 1

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:

"ASSETLOCK, LLC", A NEW JERSEY LIMITED LIABILITY COMPANY, WITH AND INTO "SIMPLICITY FINANCIAL MARKETING HOLDINGS INC." UNDER THE NAME OF "SIMPLICITY FINANCIAL MARKETING HOLDINGS INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE ON THE EIGHTEENTH DAY OF DECEMBER, A.D. 2019, AT 4:37 O`CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE FIRST DAY OF JANUARY, A.D. 2020.




Jeffrey W. Bullock, Secretary of State

4475196 8100M
SR# 20198732871

You may verify this certificate online at corp.delaware.gov/authver.shtml

Authentication: 204256920
Date: 12-19-19

TRADEMARK
REEL: 006839 FRAME: 0219

**STATE OF DELAWARE
CERTIFICATE OF MERGER OF
DOMESTIC CORPORATION AND
FOREIGN LIMITED LIABILITY COMPANY**

Pursuant to Title 8, Section 264(c) of the Delaware General Corporation Law, the undersigned corporation executed the following Certificate of Merger:

FIRST: The name of the surviving corporation is Simplicity Financial Marketing Holdings Inc., a Delaware Corporation, and the name of the limited liability company being merged into this surviving corporation is AssetLock, LLC a (list jurisdiction) New Jersey limited liability company.

SECOND: The Agreement of Merger has been approved, adopted, certified, executed and acknowledged by the surviving corporation and the merging limited liability company.

THIRD: The name of the surviving corporation is Simplicity Financial Marketing Holdings Inc.

FOURTH: The merger is to become effective on January 1, 2020.

FIFTH: The Agreement of Merger is on file at 86 Summit Ave., Suite 303 Summit, NJ 07901 the place of business of the surviving corporation.

SIXTH: A copy of the Agreement of Merger will be furnished by the corporation on request, without cost, to any stockholder of any constituent corporation or member of any constituent limited liability company.

SEVENTH: The Certificate of Incorporation of the surviving corporation shall be its Certificate of Incorporation.

IN WITNESS WHEREOF, said Corporation has caused this certificate to be signed by an authorized officer, the 18th day of December A.D., 2019.

By: 
Authorized Officer

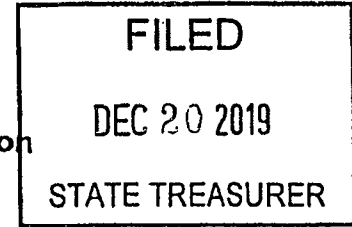
Name: Bruce Donaldson
Print or Type

Title: CEO and President

MRG

UMC-2 11/03

New Jersey Division of Revenue
Certificate of Merger/Consolidation
(Profit Corporations)



This form may be used to record the merger or consolidation of a corporation with or into another business entity or entities, pursuant to N.J.S.A. 14A. Applicants must insure strict compliance with the requirements of State law and insure that all filing requirements are met. This form is intended to simplify filing with the State Treasurer. Applicants are advised to seek out private legal advice before submitting filings to the Department of the Treasury, Division of Revenue's office.

0600461808

- 1. Type of Filing (check one): Merger Consolidation
- 2. Name of Surviving Business Entity: **Simplicity Financial Marketing Holdings Inc.**
- 3. Name(s)/Jurisdiction(s) of All Participating Business Entities including Surviving Entity:

Name	Jurisdiction	Identification # Assigned by Treasurer (if applicable)
AssetLock, LLC	New Jersey	0600461808
Simplicity Financial Marketing Holdings Inc.	Delaware	

4. Date Merger/Consolidation adopted: **12/18/19**

- 5. Voting: (all corporations involved; attach additional sheets if necessary)
 - a Corp. Name: **Simplicity Financial Marketing Holdings Inc.** Outstanding Shares **1,000**
If applicable, set forth the number and designation of any class or series of shares entitled to vote.

Voting For _____ Voting Against _____ ; OR

Merger/consolidation plan was adopted by the unanimous written consent of the shareholders without a meeting (check)

- b Corp. Name _____ Outstanding Shares _____
If applicable, set forth the number and designation of any class or series of shares entitled to vote.

Voting For _____ Voting Against _____ ; OR

Merger/consolidation plan was adopted by the unanimous written consent of the shareholders without a meeting (check)

- c Corp. Name _____ Outstanding Shares _____
If applicable, set forth the number and designation of any class or series of shares entitled to vote.

Voting For _____ Voting Against _____ ; OR

Merger/consolidation plan was adopted by the unanimous written consent of the shareholders without a meeting (check)

- 6. Service of Process Address (For use if the surviving business entity is not authorized or registered by the State-Treasurer: **9 E. Lockerman Street, Suite 311, Dover, DE 19901**)

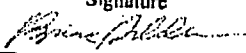
The surviving business entity agrees that it may be served with process in this State in any action, suit or proceeding for the enforcement of any obligation of any domestic or foreign corporation, previously amenable to suit in this State, which is a party to this merger/consolidation, and in any proceeding for the enforcement of the rights of a dissenting shareholder of such domestic corporation against the surviving corporation.

The Treasurer is hereby appointed as agent to accept service of process in any such action, suit, or proceeding which shall be forwarded to the surviving business entity at the Service of Process address stated above.

The Surviving Business Entity also agrees that it will promptly pay to the dissenting shareholders of any such domestic corporation the amount, if any, to which they may be entitled under the provisions of Title 14A.

Certificate of Merger/Consolidation
UMC-2
Page 2

7. Effective Date (see inst.): 1/1/20

Signature	Name	Title	Date
	Bruce Donaldson		12/18/19
	CEO, Simplicity Financial Marketing		
	Holdings Inc.; Authorized Person AssetLock,		
	LLC		

**Remember to attach: 1) the plan of merger or consolidation; and 2) if the surviving or resulting business is not a registered or authorized domestic or foreign corporation, a Tax Clearance Certificate for each participating corporation.

NJ Division of Revenue, PO Box 308, Trenton NJ 08646