

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM588974

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Incisent Labs Group LLC		02/22/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	MAX Digital Holdings LLC		
Street Address:	833 W Jackson Blvd, Suite 200		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60607		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	3827748	MAX	
Registration Number:	4055635	MAX AD	
Registration Number:	4737637	FL FIRSTLOOK	
Registration Number:	4734111	FL	
Registration Number:	4400390	FIRSTLOOK NAVIGATOR	
Registration Number:	5463957	V INCISENT LABS	
Registration Number:	4608245	CHICAGO FOUNDERS' STORIES	
Registration Number:	4513761	COOLER BY THE LAKE	
CORRESPONDENCE DATA			
Fax Number:	2149813400		
<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:	214-981-3300		
Email:	jchester@sidley.com		
Correspondent Name:	Sidley Austin LLP c/o Julia Chester		
Address Line 1:	2021 McKinney Avenue, Suite 2000		
Address Line 4:	Dallas, TEXAS 75201		
NAME OF SUBMITTER:	Julia M. Chester		
SIGNATURE:	/Julia M. Chester/		

CH \$215.00 3827748

DATE SIGNED:	07/28/2020
Total Attachments: 2 source=MAX Digital Holdings LLC- DE -Copy#page1.tif source=MAX Digital Holdings LLC- DE -Copy#page2.tif	

**CERTIFICATE OF AMENDMENT
TO
CERTIFICATE OF FORMATION
OF
INCISENT LABS GROUP LLC**

The undersigned, being duly authorized to execute and file this Certificate of Amendment to Certificate of Formation for the purpose of amending the Certificate of Formation pursuant to the Section 18-202 of the Limited Liability Company Act of the State of Delaware, does hereby certify as follows:

FIRST

The name of the limited liability company is INCISENT Labs Group LLC (the "Company").

SECOND

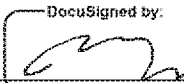
The First Article of the Certificate of Formation of the Company is hereby deleted in its entirety and amended to read in full as follows:

FIRST: The name of the limited liability company (the "Company") is MAX Digital Holdings LLC.

* * * * *

IN WITNESS WHEREOF, the undersigned has duly executed this Certificate of Amendment to Certificate of Formation as of the 22nd day of February, 2019.

INCISENT LABS GROUP LLC

By: 
Name: Patrick G. Ryan, Jr.
Title: Chief Executive Officer

Signature Page to Certificate of Amendment to Certificate of Formation of Incisent