

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM685106

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>RESUBMIT DOCUMENT ID:</b>	900650551		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
BDS Marketing, LLC		05/20/2021	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BDS Connected Solutions, LLC		
<b>Street Address:</b>	9750 Irvine Boulevard, Suite 101		
<b>City:</b>	Irvine		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92618		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3065803	BDS MKTG	
<b>Registration Number:</b>	6415693	HYPE HIVE	
<b>Registration Number:</b>	6415692	TAP A TECH	
<b>Serial Number:</b>	90251646	BRANDFLUENCERS	
<b>Serial Number:</b>	90251639	BRIGHTSHOPS	
<b>Serial Number:</b>	88763796	IOTRACE	
<b>Serial Number:</b>	90251635	STORYSTREAMS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5139778141		
<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>	513-977-8527		
<b>Email:</b>	april.besl@dinsmore.com		
<b>Correspondent Name:</b>	April L. Besl		
<b>Address Line 1:</b>	255 E. 5th St., Suite 1900		
<b>Address Line 4:</b>	Cincinnati, OHIO 45202		
<b>ATTORNEY DOCKET NUMBER:</b>	116704-7		
<b>NAME OF SUBMITTER:</b>	April L Besl		

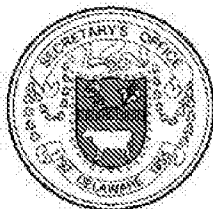
<b>SIGNATURE:</b>	/april I besl/
<b>DATE SIGNED:</b>	11/02/2021
<b>Total Attachments: 2</b> source=BDS MARKETING name change BDS CONNECTED#page1.tif source=BDS MARKETING name change BDS CONNECTED#page2.tif	

# Delaware

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The First State

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 AMENDMENT OF "BDS MARKETING, LLC", CHANGING ITS NAME FROM "BDS MARKETING, LLC" TO "BDS CONNECTED SOLUTIONS, LLC", FILED IN THIS OFFICE ON THE TWENTIETH DAY OF MAY, A.D. 2021, AT 4:37 O`CLOCK P.M.



  
JEFFREY W. BULLOCK, Secretary of State

6004256 8100  
SR# 20211939237

Authentication: 203273917  
Date: 05-24-21

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

**TRADEMARK**  
**REEL: 007476 FRAME: 0608**

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 04:37 PM 05/20/2021  
FILED 04:37 PM 05/20/2021  
SR 20211939237 - File Number 6904256

**STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT**

1. Name of Limited Liability Company:

BDS Marketing, LLC

2. The Certificate of Formation of the limited liability company is hereby amended as follows:

First: The name of the limited liability company is:

BDS Connected Solutions, LLC

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 20th day of May 2021.

/s/ Michael Reinhold

Michael Reinhold, Authorized Person