

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM768755

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vivaki, Inc.		01/09/2017	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	Publicis Media, Inc.		
Street Address:	375 Hudson Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10014		
Entity Type:	Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2653808	PERFORMICS	
CORRESPONDENCE DATA			
Fax Number:	9086547866		
<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:	9086545000		
Email:	trademark@lerner david.com		
Correspondent Name:	STEPHEN F. ROTH		
Address Line 1:	LERNER DAVID LITTENBERG, ET AL.		
Address Line 2:	20 Commerce Drive		
Address Line 4:	Cranford, NEW JERSEY 07016		
ATTORNEY DOCKET NUMBER:	OPTIME.100		
NAME OF SUBMITTER:	DONNA VECCHIONE		
SIGNATURE:	/DONNA VECCHIONE/		
DATE SIGNED:	11/18/2022		
Total Attachments: 6			
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VIVAKI, INC.

CONSENT IN LIEU OF
SHAREHOLDERS MEETING

The undersigned, being the sole Shareholder of VivaKi, Inc., an Illinois corporation (the "Company"), hereby waives any and all notice, and consents, pursuant to Section 7.10 of the Business Corporation Act of the State of Illinois, to the adoption of the following resolutions:

RESOLVED, that based upon the recommendation of the Company's Board of Directors, the Shareholder hereby approves the following amendment to the Company's Illinois Certificate of Incorporation, effective upon filing:

Article I shall be deleted in its entirety and replaced by the following:

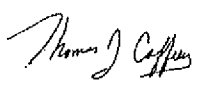
I: Name of the Corporation: Publicis Media, Inc.

RESOLVED, that the Shareholder hereby authorizes and directs the Company's officers and persons designed by them to take any and all actions necessary, appropriate, or advisable to carry out the intent and purpose of the foregoing resolution.

IN WITNESS WHEREOF, this Consent in Lieu of Meeting is signed as of the 9th day of January, 2017.

MMS USA INVESTMENTS, INC.

By: _____


Thomas Caffrey, President

Text of Amendment

- b. If amendment affects the corporate purpose, the amended purpose is required to be set forth in its entirety.
For more space, attach additional sheets of this size.

4. The manner, if not set forth in Article 3b, in which any exchange, reclassification or cancellation of issued shares, or a reduction of the number of authorized shares of any class below the number of issued shares of that class, provided for or effected by this amendment, is as follows (if not applicable, insert "No change"):

No change

5. a. The manner, if not set forth in Article 3b, in which said amendment effects a change in the amount of paid-in capital is as follows (if not applicable, insert "No change"):
 (Paid-in capital replaces the terms Stated Capital and Paid-in Surplus and is equal to the total of these accounts.)

No change

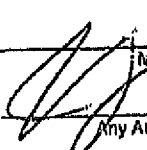
b. The amount of paid-in capital as changed by this amendment is as follows (if not applicable, insert "No change"):
 (Paid-in Capital replaces the terms Stated Capital and Paid-in Surplus and is equal to the total of these accounts.)
 (See Note 6 on page 4.)

	Before Amendment	After Amendment
Paid-in Capital:	\$ _____	\$ _____

Complete either Item 6 or Item 7 below. All signatures must be in BLACK INK.

6. The undersigned Corporation has caused this statement to be signed by a duly authorized officer who affirms, under penalties of perjury, that the facts stated herein are true and correct.

Dated 1/9 / 2017 _____
Month & Day Year Publicis Media, Inc.
Exact Name of Corporation



Any Authorized Officer's Signature

John R. Spitzig, Vice President

Name and Title (type or print)

7. If amendment is authorized pursuant to Section 10.10 by the incorporators, the incorporators must sign below, and type or print name and title.

OR

If amendment is authorized by the directors pursuant to Section 10.10 and there are no officers, a majority of the directors, or such directors as may be designated by the board, must sign below, and type or print name and title.

The undersigned affirms, under penalties of perjury, that the facts stated herein are true and correct.

Dated _____ / _____
Month & Day Year

VIVAKI, INC.

CONSENT IN LIEU OF MEETING
OF THE BOARD OF DIRECTORS

The undersigned, being all of the Directors of VivaKi, Inc., an Illinois corporation (the "Company"), hereby waive any and all notice, and unanimously consent, pursuant to Section 8.45 of the Business Corporation Act of the State of Illinois, to the adoption of the following resolutions:

WHEREAS, it is contemplated that the Company will operate going forward as the Solution Hub of the U.S. media operations of its ultimate parent; consequently, it is deemed advisable that the Company change its legal name to reflect this designation.

RESOLVED, that the Directors hereby approve the following amendment to the Company's Illinois Certificate of Incorporation, effective upon filing; and the Directors hereby recommend that the amendment be submitted to the Company's sole Shareholder for consideration and approval:


Article I shall be deleted in its entirety and replaced by the following:

I: Name of the Corporation: Publicis Media, Inc.

RESOLVED, that if the Company's sole Shareholder approves this amendment, then the Company's officers and persons designated by them are hereby authorized and directed to complete, sign, and file an amendment to the Company's Certificate of Incorporation with the Illinois Secretary of State; complete, sign, and file amendments to the Company's Certificates of Authority to do business in other states; and take any and all actions necessary, appropriate, or advisable to carry out the intent and purpose of these resolutions.

This Consent in Lieu of Meeting may be executed in counterparts by the Directors, each of which counterpart when so executed will be deemed to be an original and all of which taken together will constitute one and the same Consent. Delivery of an executed counterpart via telephone facsimile or electronic mail transmission will be effective as delivery of a manually executed counterpart, provided that the original follows within five (5) business days.

IN WITNESS WHEREOF, this Consent in Lieu of Meeting is signed as of the 28th day of November, 2016.


Stephan Berlinger

Stephen King

VIVAKI, INC.

CONSENT IN LIEU OF MEETING
OF THE BOARD OF DIRECTORS

The undersigned, being all of the Directors of VivaKi, Inc., an Illinois corporation (the "Company"), hereby waive any and all notice, and unanimously consent, pursuant to Section 8.45 of the Business Corporation Act of the State of Illinois, to the adoption of the following resolutions:

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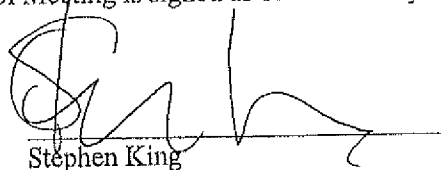
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IN WITNESS WHEREOF, this Consent in Lieu of Meeting is signed as of the 28th day of November, 2016.

Stephan Beringer



Stephen King

TRADE MARK INFORMATION REPORT

PERFORMICS

Class 35

Registered

United States of America

Class Services

35 Dissemination of advertising for retailers, financial institutions and other entities via the Internet; direct marketing advertising for retailers, financial institutions and other entities via the Internet; preparing promotional material for retailers, financial institutions and other entities via the Internet; and licensing of computer software and computerized services for use in tracking and managing commercial transactions

Application Number 76288415
Application Date 20 July 2001
Registration Number 2653808
Registration Date 26 November 2002
Publication Date 3 September 2002
Renewal Due 26 November 2022
Owner VivaKi, Inc.
208 South La Salle Street Suite 814
Chicago Illinois 60604
United States of America
Our Reference UK01-047278.00639