

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM302636

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Conversion		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
J. Walter Thompson Company		12/31/2013	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	J. Walter Thompson Company LLC		
<b>Street Address:</b>	466 Lexington Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10017		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 20</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1605890	J. WALTER THOMPSON	
<b>Registration Number:</b>	2045699	JWT	
<b>Registration Number:</b>	2587021	CONSUMERLINK	
<b>Registration Number:</b>	2830374	THE EDGE ELECTRONIC DESIGN GROUP	
<b>Registration Number:</b>	3503837	THE JWT SWARM	
<b>Registration Number:</b>	3689970	JWT INSIDE	
<b>Registration Number:</b>	3743097	JWT INSIDE TRACK	
<b>Registration Number:</b>	3343888	RMG CONNECT	
<b>Registration Number:</b>	3928130	CONSUMERLINK	
<b>Registration Number:</b>	4001127	JWT ANXIETYINDEX	
<b>Registration Number:</b>	4037958	JWT BRAND JOURNALISM	
<b>Registration Number:</b>	4155389	WORLDMADE	
<b>Serial Number:</b>	85545893	WORLDMAKERS	
<b>Registration Number:</b>	4203167	JILL'S PLACE	
<b>Registration Number:</b>	4283607	JWT SONAR	
<b>Serial Number:</b>	85891992	SHOPPER GRAVITY	
<b>Serial Number:</b>	85757189	JWT SPARK	
<b>Serial Number:</b>	85758325	JWT SPARK	
<b>Serial Number:</b>	86044905	JWTINTELLIGENCE	
<b>Serial Number:</b>	85589790	JWT DRAGNET	
<b>TRADEMARK</b>			

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**CORRESPONDENCE DATA****Fax Number:** 2129746924*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.***Phone:** 2124684800**Email:** jkatz@dglaw.com**Correspondent Name:** Jeffrey C. Katz**Address Line 1:** Davis & Gilbert LLP, 1740 Broadway**Address Line 4:** New York, NEW YORK 10019

<b>ATTORNEY DOCKET NUMBER:</b>	03023-4029-040 (CNVR CJH)
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<b>NAME OF SUBMITTER:</b>	Jeffrey C. Katz
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<b>SIGNATURE:</b>	/Jeffrey C . Katz/
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<b>DATE SIGNED:</b>	04/25/2014
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**Total Attachments: 3**

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# Delaware

PAGE 1

*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "J. WALTER THOMPSON COMPANY" TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "J. WALTER THOMPSON COMPANY" TO "J. WALTER THOMPSON COMPANY LLC", FILED IN THIS OFFICE ON THE TWENTIETH DAY OF DECEMBER, A.D. 2013, AT 3:25 O'CLOCK P.M.

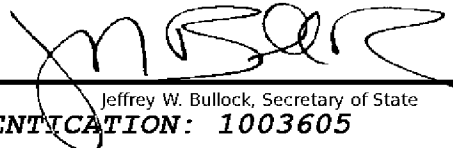
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2013, AT 12:30 O'CLOCK P.M.

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

  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 1003605

DATE: 12-20-13

TRADEMARK  
REEL: 005268 FRAME: 0211

**CERTIFICATE OF CONVERSION**

**CONVERTING**

**J. WALTER THOMPSON COMPANY**  
(a Delaware Corporation)

**TO**

**J. WALTER THOMPSON COMPANY LLC**  
(a Delaware Limited Liability Company)

J. Walter Thompson Company, the corporation that is converting to a Delaware limited liability company (the "Converting Corporation"), and J. Walter Thompson Company LLC, the continuing Delaware limited liability company (the "LLC"), hereby certify that:

1. Name of Converting Corporation. The name of the Converting Corporation immediately prior to the filing of this Certificate of Conversion was "J. Walter Thompson Company".

2. Date and Jurisdiction of Incorporation of Converting Corporation. The date on which, and the jurisdiction where, the Converting Corporation was incorporated are as follows:

<u>Date</u>	<u>Jurisdiction</u>
March 20, 1969	Delaware

3. Name of Converted Limited Liability Company. The name of the Delaware limited liability company to which the Converting Corporation has been converted and the name set forth in the Certificate of Formation of the Company, filed in accordance with Section 18-214(b) of the Delaware Limited Liability Company Act, is "J. Walter Thompson Company LLC".

4. Approval of Conversion. The conversion of the Converting Corporation to the LLC has been approved in accordance with the provisions of Section 266 of the General Corporation Law of the State of Delaware.

5. Effectiveness. This Certificate of Conversion shall become effective at ~~12:30~~ p.m. on December 31, 2013.

IN WITNESS WHEREOF, the undersigned has duly executed this Certificate of Conversion as of December 20, 2013.

**J. WALTER THOMPSON COMPANY**

By: /s/ KEVIN FAREWELL  
Name: Kevin Farewell  
Title: Senior Vice President

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RECORDED: 04/25/2014

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REEL: 005268 FRAME: 0213