

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM327860

|   |  |                       |                       |
|---|--|-----------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                           |                       |                       |
| <b>NATURE OF CONVEYANCE:</b>  | ENTITY CONVERSION                        |                       |                       |
| <b>CONVEYING PARTY DATA</b>   |  |                       |                       |
| <b>Name</b>   | <b>Formerly</b>                          | <b>Execution Date</b> | <b>Entity Type</b>    |
| Lemon, Inc.   |  | 12/30/2014            | CORPORATION: DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                       |
| <b>Name:</b>  | Lemon, LLC                               |                       |                       |
| <b>Street Address:</b>  | 60 E. Rio Salado Pkwy                    |                       |                       |
| <b>Internal Address:</b>  | Suite 400                                |                       |                       |
| <b>City:</b>  | Tempe                                    |                       |                       |
| <b>State/Country:</b>   | ARIZONA                                  |                       |                       |
| <b>Postal Code:</b>   | 85281                                    |                       |                       |
| <b>Entity Type:</b>   | LIMITED LIABILITY COMPANY: DELAWARE      |                       |                       |
| <b>PROPERTY NUMBERS Total: 3</b>  |  |                       |                       |
| <b>Property Type</b>  | <b>Number</b>                            | <b>Word Mark</b>      |                       |
| <b>Registration Number:</b>   | 4146501                                  | L                     |                       |
| <b>Registration Number:</b>   | 4146499                                  | LEMON                 |                       |
| <b>Registration Number:</b>   | 4484492                                  | LEMON WALLET          |                       |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                       |
| <b>Fax Number:</b>  | 4158362501                               |                       |                       |
| <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>Email:</b>   | tmdocket@dlapiper.com                    |                       |                       |
| <b>Correspondent Name:</b>  | Heather A. Dunn, Esq.-DLA Piper LLP (US) |                       |                       |
| <b>Address Line 1:</b>  | 555 Mission Street, Suite 2400           |                       |                       |
| <b>Address Line 4:</b>  | San Francisco, CALIFORNIA 94105          |                       |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 370719-900148                            |                       |                       |
| <b>NAME OF SUBMITTER:</b>   | Heather A. Dunn, Esq.-DLA Piper LLP (US) |                       |                       |
| <b>SIGNATURE:</b>   | /Heather Dunn/                           |                       |                       |
| <b>DATE SIGNED:</b>   | 01/02/2015                               |                       |                       |
| <b>Total Attachments: 6</b>   |  |                       |                       |
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# Delaware

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*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 "LEMON, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "LEMON, INC." TO "LEMON, LLC", FILED IN THIS OFFICE ON THE THIRTIETH DAY OF DECEMBER, A.D. 2014, AT 6:13 O'CLOCK P.M.

4294834 8100V

141603149



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: 1998465

DATE: 12-30-14

TRADEMARK  
REEL: 005433 FRAME: 0807

# Delaware

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*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 CERTIFICATE OF FORMATION OF "LEMON, LLC" FILED IN THIS OFFICE ON THE THIRTIETH DAY OF DECEMBER, A.D. 2014, AT 6:13 O'CLOCK P.M.

4294834 8100V

141603149

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: 1998465

DATE: 12-30-14

TRADEMARK  
REEL: 005433 FRAME: 0808

**CERTIFICATE OF CONVERSION  
FROM A CORPORATION TO  
A LIMITED LIABILITY COMPANY  
PURSUANT TO SECTION 18-214  
OF THE DELAWARE LIMITED LIABILITY COMPANY ACT**


1. The jurisdiction where the corporation was first formed is Delaware.
2. The jurisdiction immediately prior to filing this Certificate of Conversion is Delaware.
3. The date on which the corporation was first formed is February 2, 2007.
4. The name of the corporation immediately prior to filing this Certificate of Conversion is  
Lemon, Inc.
5. The name of the limited liability company as set forth in the Certificate of Formation is  
Lemon, LLC.
6. The effective date of the conversion shall be December 30, 2014.

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IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion as of the 29<sup>th</sup> day of December, 2014.

LEMON, INC.

By: \_\_\_\_\_



Todd Davis, Chairman

**CERTIFICATE OF FORMATION  
OF  
LEMON, LLC**

1. **Name of Limited Liability Company:** The name of the limited liability company formed hereby is Lemon, LLC (the "Company").

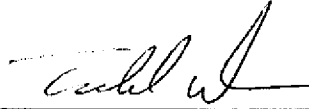
2. **Registered Office:** The address of the registered office of the Company in the state of Delaware is 1209 Orange Street, Wilmington, Delaware 19801.

3. **Registered Agent:** The name and address of the registered agent for service of process in the state of Delaware is The Corporation Trust Company, 1209 Orange Street, Wilmington, Delaware 19801.

4. **Effective Date:** The effective date shall be December 30, 2014.

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29<sup>th</sup> IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation as of the day of December, 2014.



Todd Davis, Authorized Person