

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM379817

<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>
Apparel Media Group, Inc.		01/30/2015	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Apparel Media Group, LLC		
<b>Street Address:</b>	314 West Institute Place		
<b>Internal Address:</b>	Suite 3E		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60610		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3979718	APPAREL AD NETWORK	
<b>Registration Number:</b>	3979703	APPAREL ANALYTICS	
<b>Registration Number:</b>	4187163	A M	
<b>Registration Number:</b>	4113257	APPAREL MEDIA GROUP	
<b>Registration Number:</b>	4237456	IMPACT	
<b>Registration Number:</b>	4346050	PEAR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3175925453		
<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>	317-236-2251		
<b>Email:</b>	ipdocket@icemiller.com		
<b>Correspondent Name:</b>	Dustin DuBois, Ice Miller LLP		
<b>Address Line 1:</b>	One American Square, Suite 2900		
<b>Address Line 4:</b>	Indianapolis, INDIANA 46282-0200		
<b>ATTORNEY DOCKET NUMBER:</b>	30154.0004		
<b>NAME OF SUBMITTER:</b>	Dustin DuBois		
<b>SIGNATURE:</b>	/Dustin DuBois/		

OP \$165.00 3979718

<b>DATE SIGNED:</b>	04/07/2016
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**Total Attachments: 5**

source=Apparel Media Group Inc. - Certified Certificate of Conversion & Formation of LLC (02-01-2015)#page1.tif  
source=Apparel Media Group Inc. - Certified Certificate of Conversion & Formation of LLC (02-01-2015)#page2.tif  
source=Apparel Media Group Inc. - Certified Certificate of Conversion & Formation of LLC (02-01-2015)#page3.tif  
source=Apparel Media Group Inc. - Certified Certificate of Conversion & Formation of LLC (02-01-2015)#page4.tif  
source=Apparel Media Group Inc. - Certified Certificate of Conversion & Formation of LLC (02-01-2015)#page5.tif

# 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 "APPAREL MEDIA GROUP, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "APPAREL MEDIA GROUP, INC." TO "APPAREL MEDIA GROUP, LLC", FILED IN THIS OFFICE ON THE THIRTIETH DAY OF JANUARY, A.D. 2015, AT 12:55 O'CLOCK P.M.

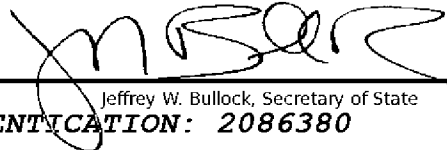
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE FIRST DAY OF FEBRUARY, A.D. 2015.

4920281 8100V

150130372

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: 2086380

DATE: 02-02-15

TRADEMARK  
REEL: 005767 FRAME: 0467

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 12:55 PM 01/30/2015  
FILED 12:55 PM 01/30/2015  
SRV 150122665 - 4920281 FILE

STATE OF DELAWARE  
CERTIFICATE OF CONVERSION FROM A CORPORATION  
TO A LIMITED LIABILITY COMPANY  
OF  
APPAREL MEDIA GROUP, INC. (A DELAWARE CORPORATION)  
TO  
APPAREL MEDIA GROUP, LLC (A DELAWARE LIMITED LIABILITY COMPANY)

Pursuant to Section 18-214 of the Limited Liability Company Act of the State of Delaware, **APPAREL MEDIA GROUP, INC.**, a Delaware corporation (the "*Corporation*"), hereby certifies the following relating to the conversion of the Corporation to **APPAREL MEDIA GROUP, LLC**, a Delaware limited liability company (the "*Conversion*"):

1. The Corporation was first incorporated on December 29, 2010 in the State of Delaware.
2. The jurisdiction of the Corporation immediately prior to filing this certificate is the State of Delaware.
3. The name of the Corporation immediately prior to filing this certificate is "Apparel Media Group, Inc."
4. The name of the limited liability company as set forth in the certificate of formation is "Apparel Media Group, LLC."
5. The Conversion will be effective on February 1, 2015.

[SIGNATURE PAGE FOLLOWS]

**IN WITNESS WHEREOF**, the undersigned authorized person has executed this Certificate of Conversion as of January 30, 2015.

**APPAREL MEDIA GROUP, INC.**

By:   
Kevin Cheetham  
Chief Financial Officer

# Delaware

PAGE 2

*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 "APPAREL MEDIA GROUP, LLC" FILED IN THIS OFFICE ON THE THIRTIETH DAY OF JANUARY, A.D. 2015, AT 12:55 O'CLOCK P.M.


AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF FORMATION IS THE FIRST DAY OF FEBRUARY, A.D. 2015.

4920281 8100V

150130372

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at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 2086380

DATE: 02-02-15

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State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 12:55 PM 01/30/2015  
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**STATE OF DELAWARE**  
**CERTIFICATE OF FORMATION**  
**OF**  
**APPAREL MEDIA GROUP, LLC**

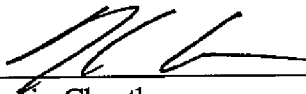
This Certificate of Formation of **APPAREL MEDIA GROUP, LLC**, dated as of January 30, 2015, is being duly executed and filed by Kevin Cheetham, as an authorized person, to form a limited liability company under the Delaware Limited Liability Company Act.

**FIRST:** The name of the limited liability company formed hereby is Apparel Media Group, LLC.

**SECOND:** The address of the limited liability company's registered office in the State of Delaware is 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808. The registered agent of the limited liability company at that address is Corporation Service Company.

**THIRD:** This Certificate of Formation will be effective on February 1, 2015.

**IN WITNESS WHEREOF**, the undersigned has executed this Certificate of Formation as of the date first above written.

By:   
Kevin Cheetham  
Authorized Person