

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM506321

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
A.R.E. - Association for Retail Environments		10/15/2015	Corporation: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	New Association, Inc.		
<b>Street Address:</b>	4651 Sheridan Street		
<b>Internal Address:</b>	Suite 470		
<b>City:</b>	Hollywood		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33021		
<b>Entity Type:</b>	Corporation: ILLINOIS		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2205134	CHIEF AWARD	
<b>Registration Number:</b>	2205133	OMA AWARDS	
<b>Registration Number:</b>	1595825	POPAI	
<b>Registration Number:</b>	1588615	POPAI	
<b>Registration Number:</b>	1932202	POPAI HALL OF FAME	
<b>Registration Number:</b>	5212083	MARC	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	3124996739		
<b>Email:</b>	nlvilliard@duanemorris.com		
<b>Correspondent Name:</b>	Duane Morris-Chicago IP		
<b>Address Line 1:</b>	190 S. LaSalle Street		
<b>Address Line 2:</b>	Suite 3700		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60603		
<b>NAME OF SUBMITTER:</b>	Alain Villeneuve/		
<b>SIGNATURE:</b>	/Alain Villeneuve/		

CH \$165.00 2205134

<b>DATE SIGNED:</b>	01/17/2019
<b>Total Attachments: 3</b> source=Change of Name 1#page1.tif source=Change of Name 1#page2.tif source=Change of Name 1#page3.tif	

CORPORATION SERVICE COMPANY  
1201 Hays Street  
Tallahassee, FL 32301  
Phone: 850-558-1500

ACCOUNT NO. : I20000000195  
REFERENCE : 195431 4331425  
AUTHORIZATION : *[Signature]*  
COST LIMIT : \$35.00

ORDER DATE : June 28, 2016  
ORDER TIME : 5:59 PM  
ORDER NO. : 195431-005  
CUSTOMER NO: 4331425

FOREIGN FILINGS

NAME: A.R.E. ASSOCIATION FOR RETAIL  
ENVIRONMENTS, INC.

XX CORPORATE  
       LIMITED PARTNERSHIP  
       LIMITED LIABILITY COMPANY

XXXX AMENDMENT

PLEASE RETURN THE FOLLOWING AS PROOF OF FILING:

       CERTIFIED COPY  
XX        PLAIN STAMPED COPY  
       CERTIFICATE OF GOOD STANDING

CONTACT PERSON: Courtney Williams -- EXT# 62935

EXAMINER: \_\_\_\_\_

**NOT FOR PROFIT CORPORATION  
APPLICATION BY FOREIGN NOT FOR PROFIT CORPORATION TO FILE  
AMENDMENT TO APPLICATION FOR CONDUCTING AFFAIRS IN FLORIDA**  
(Pursuant to s. 617.1504, F.S.)

**SECTION I  
(1-3 MUST BE COMPLETED)**

840359

\_\_\_\_\_  
(Document Number of Corporation (If known))

1. A.R.E. Association for Retail Environments, Inc.  
(Name of corporation as it appears on the records of the Department of State)
2. Illinois (Incorporated under laws of)      3. 04/05/1978 (Date authorized to conduct affairs in Florida)

**SECTION II  
(4-8 COMPLETE ONLY THE APPLICABLE CHANGES)**

4. If the amendment changes the name of the corporation, when was the change effected under the laws of its jurisdiction of incorporation? 10/15/15

*Note:* If the date inserted in this block does not meet the applicable statutory filing requirements, this date will not be listed as the document's effective date on the Department of State's records.

5. NEW ASSOCIATION, INC.  
(Name of corporation after the amendment, adding suffix "corporation," or "incorporated," or appropriate abbreviation, if not contained in new name of the corporation. "Company," or "Co.," may not be used as a corporate suffix by a nonprofit corporation)

6. If the amendment changes the period of duration, indicate new period of duration and the date the change was effected.

\_\_\_\_\_ (New duration)      \_\_\_\_\_ (Date)

7. If the amendment changes the jurisdiction of incorporation, indicate new jurisdiction and the date the change was effected.

\_\_\_\_\_ (New jurisdiction)      \_\_\_\_\_ (Date)

8. If the purpose which the corporation intends to pursue in Florida has changed, indicate new purpose.

\_\_\_\_\_  
(The corporation is authorized to pursue such purpose in the jurisdiction of its incorporation)

9. Attached is a certificate or document of similar import, evidencing the amendment, authenticated not more than 90 days prior to delivery of the application to the Department of State, by the Secretary of State or other official having custody of corporate records in the jurisdiction under the laws of which it is incorporated.

Todd D. Dittman  
(Signature of the chairman or vice chairman of the board, president, or other officer, if in the hands of a receiver, trustee, or other court-appointed fiduciary, by that fiduciary)

Todd Dittman  
(Typed or printed name of the person signing)

Chief Operating Officer  
(Title of person signing)

SECRET  
2015 JUN 30 AM 8:22  
DEPARTMENT OF STATE  
RECEIVED

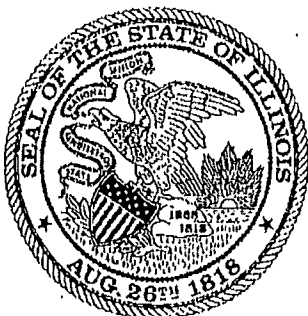
File Number 4443-478-4



**To all to whom these Presents Shall Come, Greeting:**

*I, Jesse White, Secretary of State of the State of Illinois, do hereby certify that I am the keeper of the records of the Department of Business Services. I certify that*

ARTICLES OF AMENDMENT TO THE ARTICLES OF INCORPORATION WERE FILED IN THIS OFFICE OCTOBER 1, 2015 CHANGING NAME FROM A.R.E. - ASSOCIATION FOR RETAIL ENVIRONMENTS TO NEW ASSOCIATION.



*In Testimony Whereof, I hereto set my hand and cause to be affixed the Great Seal of the State of Illinois, this 29<sup>TH</sup> day of JUNE A.D. 2016*

*Jesse White*

SECRETARY OF STATE

Authentication #: 1618102373 verifiable until 06/29/2017.  
Authenticate at: <http://www.cyberdriveillinois.com>