

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM552638

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GSD&M Idea City LLC		11/18/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	GSD&M LLC		
Street Address:	828 West 6th Street		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78703		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Serial Number:	88599312	FIRST & ONLY	
Registration Number:	5182255	SIBLING	
Registration Number:	5182256	SIBLING	
Registration Number:	4426975	INVOLVE	
Registration Number:	2768403	PURPOSE-BASED BRANDING	
Registration Number:	2662727	ALLI PLAN	
Registration Number:	2748106	STUDENTS OF THE WORLD	
Registration Number:	2577992	IDEA UNIVERSITY	
Registration Number:	2381566	GSD&M	
Registration Number:	2164528	IDEA CITY	
Registration Number:	1651641	THE UNINVITED GUEST	
CORRESPONDENCE DATA			
Fax Number:			
<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:	212-309-1000		
Email:	tmdocketny@huntonak.com		
Correspondent Name:	James E. Rosini		
Address Line 1:	200 Park Avenue		

CH \$290.00 88599312

Address Line 4:	New York, NEW YORK 10166
ATTORNEY DOCKET NUMBER:	119353/10
NAME OF SUBMITTER:	James E. Rosini
SIGNATURE:	/JER/
DATE SIGNED:	12/10/2019
Total Attachments: 2 source=119353 GSDM IDEA CITY LLC - DE - Amendment (005)#page1.tif source=119353 GSDM IDEA CITY LLC - DE - Amendment (005)#page2.tif	

Delaware

The First State

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I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "GSD&M IDEA CITY LLC", CHANGING ITS NAME FROM "GSD&M IDEA CITY LLC" TO "GSD&M LLC", FILED IN THIS OFFICE ON THE EIGHTEENTH DAY OF NOVEMBER, A.D. 2019, AT 3:13 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

3301597 8100
SR# 20198143618

You may verify this certificate online at corp.delaware.gov/authver.shtml

Authentication: 204031819
Date: 11-18-19

TRADEMARK
REEL: 006811 FRAME: 0980

STATE OF DELAWARE
CERTIFICATE OF AMENDMENT

1. Name of Limited Liability Company: GSD&M IDEA CITY LLC

2. The Certificate of Formation of the limited liability company is hereby amended as follows:

Paragraph 1. of the Company's Certificate of Formation is hereby amended to read as follows:
"1. The name of the limited liability company is GSD&M LLC."

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 18th day of November, A.D. 2019.

By: *Craig Gangi*
Authorized Person(s)

Name: Craig Gangi
Print or Type