

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM555636

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	MERGER		
<b>EFFECTIVE DATE:</b>	12/31/2019		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Jumpstart Digital Marketing, Inc.		12/19/2019	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hearst Autos, Inc.		
<b>Street Address:</b>	3453 Pierce Drive		
<b>Internal Address:</b>	Building 1 Suite 100		
<b>City:</b>	Chamblee		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30341		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3261192	JUMPSTART	
<b>Registration Number:</b>	3286448	JUMPSTART AUTOMOTIVE	
<b>Serial Number:</b>	88554730	THE WHEELHOUSE	
<b>Serial Number:</b>	88329772	TRUE MARKET IMPACT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6462802056		
<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>	2126492056		
<b>Email:</b>	trademarks@hearst.com		
<b>Correspondent Name:</b>	Laura M. Greene		
<b>Address Line 1:</b>	300 West 57th Street		
<b>Address Line 4:</b>	New York, NEW YORK 10019		
<b>NAME OF SUBMITTER:</b>	Laura M. Greene		
<b>SIGNATURE:</b>	/Laura M. Greene/		
<b>DATE SIGNED:</b>	01/02/2020		

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**Total Attachments: 3**

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FILED  
Secretary of State  
State of California

DEC 23 2019

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EFFECTIVE  
DATE

Page 1

DEC 31 2019

# Delaware

The First State

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 MERGER, WHICH MERGES:

JUMPSTART DIGITAL MARKETING, INC., A CALIFORNIA CORPORATION,

WITH AND INTO "HEARST AUTOS, INC." UNDER THE NAME OF "HEARST AUTOS, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE ON THE TWENTIETH DAY OF DECEMBER, A.D. 2019, AT 11:52 O'CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2019 AT 5 O'CLOCK P.M.



*Jeffrey W. Bullock*  
Jeffrey W. Bullock, Secretary of State

5977368 8100M  
SR# 20198786146

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

Authentication: 204274358  
Date: 12-20-19

TRADEMARK  
REEL: 006829 FRAME: 0616

D1546644

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 11:52 AM 12/20/2019  
FILED 11:52 AM 12/20/2019  
SR 20198786146 - File Number 5977368

**CERTIFICATE OF MERGER**

of

**JUMPSTART DIGITAL MARKETING, INC.**

with and into

**HEARST AUTOS, INC.**

Pursuant to Title 8, Section 252 of the Delaware General Corporation Law the undersigned corporation executed the following Certificate of Merger:

**FIRST:** The name of the surviving corporation is Hearst Autos, Inc., a Delaware corporation, and the name of the corporation being merged into this surviving corporation is Jumpstart Digital Marketing, Inc., a California corporation.

**SECOND:** The Agreement and Plan of Merger has been approved, adopted, certified, executed and acknowledged by each of the constituent corporations in accordance with the laws under which each corporation is formed.

**THIRD:** The name of the surviving corporation is Hearst Autos, Inc., a Delaware corporation.

**FOURTH:** The Certificate of Incorporation of the surviving corporation shall be its Certificate of Incorporation.

**FIFTH:** The authorized stock and par value of Jumpstart Digital Marketing, Inc., the non-Delaware corporation, is 1,000 common shares, par value \$1.00 per share.

**SIXTH:** The merger is to become effective on December 31, 2019 at 5:00 p.m. EST.

**SEVENTH:** The executed Agreement and Plan of Merger is on file at 300 West 57<sup>th</sup> Street, New York, NY 10019, an office of the surviving corporation.

**EIGHTH:** A copy of the Agreement and Plan of Merger will be furnished by the surviving corporation, on request, without cost, to any stockholder of the constituent corporations.

IN WITNESS WHEREOF, the surviving corporation has caused this certificate to be signed by an authorized officer on the 19<sup>th</sup> day of December, 2019.

**HEARST AUTOS, INC.**

By: Catherine A. Boston  
Name: Catherine A. Boston  
Title: Secretary

*[Faint text and circular stamp]*

0105 19 2019

*[Handwritten signature]*

0105 19 2019



I hereby certify that the foregoing transcript of 2 page(s) is a full, true and correct copy of the original record in the custody of the California Secretary of State's office.

DEC 24 2019

Date: \_\_\_\_\_

KM

A handwritten signature in black ink that reads "Alex Padilla".

ALEX PADILLA, Secretary of State

TRADEMARK