

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT6305121

|                                                                                                                                                                                                 |                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|
| <b>SUBMISSION TYPE:</b>                                                                                                                                                                         | NEW ASSIGNMENT                        |
| <b>NATURE OF CONVEYANCE:</b>                                                                                                                                                                    | CHANGE OF NAME                        |
| <b>CONVEYING PARTY DATA</b>                                                                                                                                                                     |                                       |
| <b>Name</b>                                                                                                                                                                                     | <b>Execution Date</b>                 |
| MAXPOINT INTERACTIVE, INC.                                                                                                                                                                      | 09/26/2018                            |
| <b>RECEIVING PARTY DATA</b>                                                                                                                                                                     |                                       |
| <b>Name:</b>                                                                                                                                                                                    | VALASSIS DIGITAL CORP.                |
| <b>Street Address:</b>                                                                                                                                                                          | 3020 CARRINGTON MILL BLVD., SUITE 300 |
| <b>City:</b>                                                                                                                                                                                    | MORRISVILLE                           |
| <b>State/Country:</b>                                                                                                                                                                           | NORTH CAROLINA                        |
| <b>Postal Code:</b>                                                                                                                                                                             | 27560                                 |
| <b>PROPERTY NUMBERS Total: 1</b>                                                                                                                                                                |                                       |
| <b>Property Type</b>                                                                                                                                                                            | <b>Number</b>                         |
| <b>Application Number:</b>                                                                                                                                                                      | 13670448                              |
| <b>CORRESPONDENCE DATA</b>                                                                                                                                                                      |                                       |
| <b>Fax Number:</b>                                                                                                                                                                              | (877)769-7945                         |
| <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>                                                                                                                                                                                   | (858) 678-5070                        |
| <b>Email:</b>                                                                                                                                                                                   | apsi@fr.com                           |
| <b>Correspondent Name:</b>                                                                                                                                                                      | JOHN C. PHILLIPS                      |
| <b>Address Line 1:</b>                                                                                                                                                                          | FISH & RICHARDSON P.C.                |
| <b>Address Line 2:</b>                                                                                                                                                                          | P.O.BOX 1022                          |
| <b>Address Line 4:</b>                                                                                                                                                                          | MINNEAPOLIS, MINNESOTA 55440-1022     |
| <b>ATTORNEY DOCKET NUMBER:</b>                                                                                                                                                                  | 41290-0036002                         |
| <b>NAME OF SUBMITTER:</b>                                                                                                                                                                       | NANCY GRANT                           |
| <b>SIGNATURE:</b>                                                                                                                                                                               | /Nancy Grant/                         |
| <b>DATE SIGNED:</b>                                                                                                                                                                             | 09/17/2020                            |
| <b>Total Attachments: 2</b>                                                                                                                                                                     |                                       |
| source=Maxpoint Interactive Name Change to Valassis Digital Corp#page1.tif                                                                                                                      |                                       |
| source=Maxpoint Interactive Name Change to Valassis Digital Corp#page2.tif                                                                                                                      |                                       |

# Delaware

The First State

Page 1

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 "MAXPOINT INTERACTIVE, INC.", CHANGING ITS NAME FROM "MAXPOINT INTERACTIVE, INC." TO "VALASSIS DIGITAL CORP.", FILED IN THIS OFFICE ON THE TWENTY-SIXTH DAY OF SEPTEMBER, A.D. 2018, AT 3:43 O`CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF AMENDMENT IS THE THIRTIETH DAY OF SEPTEMBER, A.D. 2018.



Jeffrey W. Bullock, Secretary of State

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SR# 20187881787

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

Authentication: 203993215  
Date: 11-29-18

**PATENT**  
**REEL: 053812 FRAME: 0406**

CERTIFICATE OF AMENDMENT  
OF  
NINTH AMENDED AND RESTATED CERTIFICATE OF INCORPORATION  
\*\*\*\*\*

MaxPoint Interactive, Inc., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware,

DOES HEREBY CERTIFY:

FIRST: That the Board of Directors of said corporation, by the unanimous written consent of its members, filed with the minutes of the Board, adopted a resolution proposing and declaring advisable the following amendment to the Ninth Amended and Restated Certificate of Incorporation of said corporation:

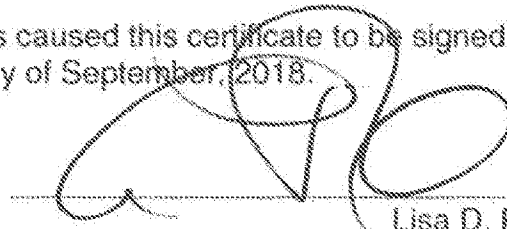
RESOLVED, that the Ninth Amended and Restated Certificate of Incorporation of MaxPoint Interactive, Inc. be amended by changing the First Article thereof so that, as amended, said Article shall be and read as follows:

The name of the Corporation is Valassis Digital Corp.

SECOND: That the aforesaid amendment was duly adopted in accordance with the applicable provisions of Sections 242 of the General Corporation Law of the State of Delaware.

THIRD: That this Certificate of Amendment of the Ninth Amended and Restated Certificate of Incorporation shall be effective on September 30, 2018.

IN WITNESS WHEREOF, said corporation has caused this certificate to be signed by Lisa D. Pick, its Assistant Secretary, this 26th day of September, 2018.

  
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Lisa D. Pick  
Assistant Secretary