

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM539699

<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>
Market Strategies, Inc.		04/29/2019	Corporation: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Escalent, Inc.		
<b>Street Address:</b>	17430 College Parkway		
<b>City:</b>	Livonia		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48152		
<b>Entity Type:</b>	Corporation: MICHIGAN		
<b>PROPERTY NUMBERS Total: 10</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3856098	ADVISOR BRANDSCAPE	
<b>Registration Number:</b>	4744261	COGENT	
<b>Registration Number:</b>	4744262	COGENT	
<b>Registration Number:</b>	4769385	COGENT BEAT	
<b>Registration Number:</b>	4837224	COGENT REPORTS	
<b>Registration Number:</b>	3856099	INVESTOR BRANDSCAPE	
<b>Registration Number:</b>	2809961	MARKET STRATEGIES	
<b>Registration Number:</b>	3856100	RETIREMENT PLANSCAPE	
<b>Registration Number:</b>	3615515	TEXTALYTICS	
<b>Serial Number:</b>	86612213	COGENT BEAT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2124684888		
<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>	212-468-4800		
<b>Email:</b>	jkatz@dglaw.com		
<b>Correspondent Name:</b>	Jeffrey C. Katz		
<b>Address Line 1:</b>	Davis & Gilbert LLP, 1740 Broadway		
<b>Address Line 4:</b>	New York, NEW YORK 10019		

CH \$265.00 3856098

<b>ATTORNEY DOCKET NUMBER:</b>	031630-0001-000
<b>NAME OF SUBMITTER:</b>	Jeffrey C. Katz
<b>SIGNATURE:</b>	/Jeffrey C. Katz/
<b>DATE SIGNED:</b>	09/06/2019
<b>Total Attachments: 2</b> source=change of name - ESCALENT-1#page1.tif source=change of name - ESCALENT-1#page2.tif	



Form Revision Date 07/2016

**CERTIFICATE OF AMENDMENT TO THE ARTICLES OF INCORPORATION**  
**For use by DOMESTIC PROFIT CORPORATION**

*Pursuant to the provisions of Act 284, Public Acts of 1972, the undersigned corporation executes the following Certificate:*

The identification number assigned by the Bureau is:

800492611

The name of the corporation is:

MARKET STRATEGIES, INC.

The Articles of Incorporation is hereby amended to read as follows:

**Article I**

The name of the corporation as amended, is:

ESCALENT, INC.

**Article IV**

The street address of the registered office of the corporation and the name of the resident agent at the registered office (P.O. Boxes are not acceptable):

1. Agent Name: MICHAEL S. DUFFEY

2. Street Address: 17430 COLLEGE PARKWAY

Apt/Suite/Other:

City: LIVONIA

State: MI

Zip Code: 48152

3. Registered Office Mailing Address:

P.O. Box or Street Address: 17430 COLLEGE PARKWAY

Apt/Suite/Other:

City: LIVONIA

State: MI

Zip Code: 48152

2. The foregoing amendment to the Articles of Incorporation proposed by the board was duly adopted on: 04/29/2019 by the

written consent of all the shareholders entitled to vote in accordance with Section 407(2) of the Act.

This document must be signed by an authorized officer or agent:

Signed this 29th Day of April, 2019 by:

Signature	Title	Title if "Other" was selected
David H. Freedman	Authorized Agent	

By selecting ACCEPT, I hereby acknowledge that this electronic document is being signed in accordance with the Act. I further certify that to the best of my knowledge the information provided is true, accurate, and in compliance with the Act.

Decline  Accept

# MICHIGAN DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS

## FILING ENDORSEMENT

**This is to Certify that the** CERTIFICATE OF AMENDMENT TO THE ARTICLES OF INCORPORATION

**for**

ESCALENT, INC.

**ID Number:** 800492611

**received by electronic transmission on** April 29, 2019 **, is hereby endorsed.**

**Filed on** April 29, 2019 **, by the Administrator.**

**The document is effective on the date filed, unless a subsequent effective date within 90 days after received date is stated in the document.**



**In testimony whereof, I have hereunto set my hand and affixed the Seal of the Department, in the City of Lansing, this 29th day of April, 2019.**

*Julia Dale, Director*

*Corporations, Securities & Commercial Licensing Bureau*