

F18000005035

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

☐ PICK-UP

☐ WAIT

☐ MAIL

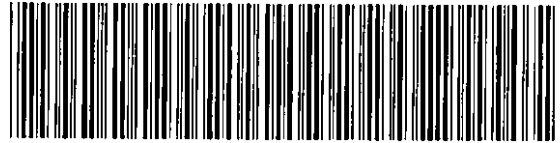
(Business Entity Name)

(Document Number)

Certified Copies _____ Certificates of Status _____

Special Instructions to Filing Officer:

Office Use Only



100417242111

NIC & Amend

FILED

2023 OCT 23 AM 8:09

RECEIVED

2023 OCT 23 PM 12:12

SECRETARY OF STATE
TALLAHASSEE, FLORIDA

A. RAMSEY
OCT 27 2023

*02250, 00310, 02976, 00671



115 N CALHOUN ST., STE. 4
TALLAHASSEE, FL 32301
P: 866.625.0838
F: 866.625.0839
COGENCYGLOBAL.COM

Account#: 120000000088

Date: 10/26/2023

Name: Juliana

Reference #: 2155934

Entity Name: ILLUMIN US INC.

☐ Articles of Incorporation/Authorization to Transact Business

☒ Amendment

☐ Change of Agent

☐ Reinstatement

☐ Conversion

☐ Merger

☐ Dissolution/Withdrawal

☐ Fictitious Name

☐ Other _____

Please retain original
filing date

Authorized Amount: \$35.00

Signature: Juliana Prestia

COVER LETTER

TO: Amendment Section Division of Corporations

SUBJECT: AcuityAds US Inc.

Name of Corporation

DOCUMENT NUMBER: F18000005035

The enclosed Amendment and fee are submitted for filing.

Please return all correspondence concerning this matter to the following:

Name of Contact Person

Firm/Company

Address

City/State and Zip Code

E-mail address: (to be used for future annual report notification)

For further information concerning this matter, please call:

Name of Contact Person

at ()

Area Code & Daytime Telephone Number

Enclosed is a check for the following amount:

☐ \$35 Filing Fee

☐ \$43.75 Filing Fee &
Certificate of Status

☐ \$43.75 Filing Fee &
Certified Copy

☐ \$52.50 Filing Fee.
Certificate of Status &
Certified Copy

Mailing Address:

Amendment Section
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

Street Address:

Amendment Section
Division of Corporations
The Centre of Tallahassee
2415 N. Monroe Street, Suite 810
Tallahassee, FL 32303



FLORIDA DEPARTMENT OF STATE
Division of Corporations

October 24, 2023

COGENCYGLOBAL

TALLAHASSEE, FL 32301

SUBJECT: ACUITYADS US INC.
Ref. Number: F18000005035

We have received your document for ACUITYADS US INC. and the authorization to debit your account in the amount of \$35.00. However, the document has not been filed and is being returned for the following:

The name of your corporation is not available in Florida. An out-of-state corporation whose name is not available must adopt an alternate corporate name for use in Florida. The alternate corporate name must contain "Incorporated," "Company," "Corporation," "Inc.," "Co.," "Corp.," "Inc.," "Co.," or "Corp.," Please enter the alternate corporate name in the space provided in number five of the application.

The document number of the name conflict is L18000268020.

Please return your document, along with a copy of this letter, within 60 days or your filing will be considered abandoned.

If you have any questions concerning the filing of your document, please call (850) 245-6050.

Annette Ramsey
OPS

Letter Number: 723A00024715

RECEIVED
2023 OCT 26 AM 11:45
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

PROFIT CORPORATION
APPLICATION BY FOREIGN PROFIT CORPORATION TO FILE AMENDMENT TO APPLICATION FOR
AUTHORIZATION TO TRANSACT BUSINESS IN FLORIDA
(Pursuant to s. 607.1504, F.S.)

SECTION I
(1-3 MUST BE COMPLETED)

F18000005035

(Document number of corporation (if known))

AcuityAds US Inc.

1. _____
(Name of corporation as it appears on the records of the Department of State)
2. New York 3. November 2, 2018
(Incorporated under laws of) (Date authorized to do business in Florida)

SECTION II
(4-7 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? April 18, 2023

illumin US Inc.

5. _____
(Name of corporation after the amendment, adding suffix "corporation," "company," or "incorporated," or appropriate abbreviation, if not contained in new name of the corporation)

illumin US Florida Inc.

(If new name is unavailable in Florida, enter alternate corporate name adopted for the purpose of transacting business in Florida)

6. If the amendment changes the period of duration, indicate new period of duration.

(New duration)

7. If the amendment changes the jurisdiction of incorporation, indicate new jurisdiction.

(New jurisdiction)

8. If amending the registered agent and/or registered office address in Florida, enter the name of the new registered agent and/or the new registered office address:

Name of New Registered Agent _____

(Florida street address)

New Registered Office Address: _____, Florida _____
(City) (Zip Code)

New Registered Agent's Signature, if changing Registered Agent:

I hereby accept the appointment as registered agent. I am familiar with and accept the obligations of the position.

Signature of New Registered Agent, if changing

FILED
2023 OCT 23 AM 8:09
CLERK OF THE COURT
JACKSONVILLE

9. If the amendment changes person, title or capacity in accordance with 607.1504 (4), indicate that change:

<u>Title/ Capacity</u>	<u>Name</u>	<u>Address</u>	<u>Type of Action</u>
CFO & Secretary	Jonathan Pollack	70 University Ave., Suite 1200	☐ Add
		Toronto, Ontario M5J 2M4	☒ Remove
CFO & Secretary	Elliot Muchnik	70 University Ave., Suite 1200	☒ Add
		Toronto, Ontario M5J 2M4	☐ Remove
			☐ Add
			☐ Remove
			☐ Add
			☐ Remove
			☐ Add
			☐ Remove

10. 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.

(Signature of a director, president or other officer - if in the hands of a receiver or other court appointed fiduciary, by that fiduciary)

Elliot Muchnik

(Typed or printed name of person signing)

CFO

(Title of person signing)

FILING FEE \$35.00

**STATE OF NEW YORK
DEPARTMENT OF STATE**

I hereby certify that the annexed copy for ILLUMIN US INC., File Number 230418001241 has been compared with the original document in the custody of the Secretary of State and that the same is true copy of said original.

WITNESS my hand and official seal of the
Department of State, at the City of Albany,
on October 23, 2023.



Brendan C. Hughes

Brendan C. Hughes
Executive Deputy Secretary of State

CT07



Division of Corporations,
State Records and
Uniform Commercial Code

New York State
Department of State
DIVISION OF CORPORATIONS,
STATE RECORDS AND
UNIFORM COMMERCIAL CODE
One Commerce Plaza
99 Washington Ave.
Albany, NY 12231-0001
www.dos.ny.gov

CERTIFICATE OF AMENDMENT
OF THE
CERTIFICATE OF INCORPORATION
OF

AcuityAds US Inc.

(Insert the Current Name of Domestic Corporation)

Under Section 805 of the Business Corporation Law

FIRST: The current name of the corporation is:

AcuityAds US Inc.

If the name of the corporation has been previously changed, the name under which it was originally formed is:

SECOND: The date of filing of the certificate of incorporation with the Department of State is:

04-17-2013

THIRD: The amendment effected by this certificate of amendment is as follows:

The subject matter and full text of each amended paragraph must be stated.

FOR EXAMPLE, a certificate of amendment changing the name of the corporation would read as follows:

Paragraph FIRST of the Certificate of Incorporation relating to the name of the corporation is amended to read in its entirety as follows:

FIRST: The name of the corporation is (new name).

Paragraph FIRST of the Certificate of Incorporation relating to

The name of the corporation is: AcuityAds US Inc.

is amended to read in its entirety as follows:

The name of the corporation is: Illumin US Inc.

**NEW YORK STATE DEPARTMENT OF STATE
DIVISION OF CORPORATIONS, STATE RECORDS AND UNIFORM COMMERCIAL CODE
FILING RECEIPT**

ENTITY NAME : ILLUMIN US INC.
DOCUMENT TYPE : NAME RESERVATION
ENTITY TYPE : RESERVATION OF DOMESTIC BUSINESS CORPORATION

DOS ID : 6799877
FILE DATE : 04/17/2023
FILE NUMBER : 230417009872
TRANSACTION NUMBER : 202304170009786-1891616
EXISTENCE DATE :
DURATION/DISSOLUTION : 06/16/2023
COUNTY :
RESERVATION PIN : 64853285



SERVICE OF PROCESS ADDRESS :
ELECTRONIC SERVICE OF PROCESS
EMAIL ADDRESS :

FILER : ACUITYADS US INC.
154 W 14TH STREET, # 03-114
NEW YORK, NY, 10011, USA
SERVICE COMPANY : C T CORPORATION SYSTEM
SERVICE COMPANY ACCOUNT : 07

You may verify this document online at : <http://ecorp.dos.ny.gov>
AUTHENTICATION NUMBER : 100003323650

TOTAL FEES:	\$170.00	TOTAL PAYMENTS RECEIVED:	\$170.00
FILING FEE:	\$20.00	CASH:	\$0.00
CERTIFICATE OF STATUS:	\$0.00	CHECK/MONEY ORDER:	\$0.00
CERTIFIED COPY:	\$0.00	CREDIT CARD:	\$0.00
COPY REQUEST:	\$0.00	DRAWDOWN ACCOUNT:	\$170.00
EXPEDITED HANDLING:	\$150.00	REFUND DUE:	\$0.00

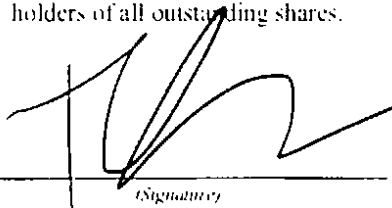
Paragraph _____ of the Certificate of Incorporation relating to

is amended to read in its entirety as follows:

FOURTH: The certificate of amendment was authorized by: *(Check the appropriate box)*

- ☐ The vote of the board of directors followed by a vote of a majority of all outstanding shares entitled to vote thereon at a meeting of shareholders.
- ☒ The vote of the board of directors followed by the unanimous written consent of the holders of all outstanding shares.

X



(Signature)

Tal Hayek

(Name of Signer)

CFO

(Title of Signer)

CT07

CERTIFICATE OF AMENDMENT
OF THE
CERTIFICATE OF INCORPORATION
OF

AcuityAds US Inc.

(Insert Current Name of Domestic Corporation)

Under Section 805 of the Business Corporation Law

Filer's Name and Mailing Address:

Name

Jones Day

Company, if Applicable

901 Lakeside Ave.

Mailing Address

Cleveland, OH 44114

City, State and Zip Code

NOTES:

1. The name of the corporation and its date of incorporation provided on this certificate must exactly match the records of the Department of State. This information should be verified on the Department of State's website at www.dos.ny.gov.
2. This form was prepared by the New York State Department of State. It does not contain all optional provisions under the law. You are **not** required to use this form. You may draft your own form or use forms available at legal stationery stores.
3. The Department of State recommends that all documents be prepared under the guidance of an attorney.
4. The certificate must be submitted with a \$60 filing fee.

For Office Use Only

DRAWDOWN
CST REF
14891451AR