



09-29-1998



Tab settings

100840835

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Actmedia, Inc.

2. Name and address of receiving party(ies)

Jews America Marketing

In-Store, Inc.

Address:

Address: 301 Merritt 7

City: Norwalk State: CT ZIP: 06856

Individual(s) citizenship

Association

General Partnership

Limited Partnership

Corporation-State Delaware

Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

- Individual(s)
General Partnership
Corporation-State
Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance: MRD 9-8-98

- Assignment
Security Agreement
Other
Merger
Change of Name

Execution Date: June 30, 1998

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

See Attached List

B. Trademark Registration No.(s)

See Attached List

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Lisa B. Martin

Internal Address:

Street Address: News America Incorporated
1211 Avenue of the Americas

City: New York State: NY ZIP: 10036

6. Total number of applications and registrations involved: 29

7. Total fee (37 CFR 3.41): \$ 740.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

Acc# 14-0789

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Lisa B. Martin

Name of Person Signing

Signature

Signature

Total number of pages including cover sheet, attachments, and document: 6

Pending Applications

<u>Mark:</u>	<u>Serial No. #:</u>
ICM	75-238,898
Design Only	75-183,195
Design Only	75-183,178

Registered Marks

<u>Mark:</u>	<u>Registration No. #:</u>
ActConnect	2,122,415
DirectDisplay	2,131,874
Rebate Machine Take-It Send-It Save	2,129,801
ActPromote	2,087,111
Actvantage	1,981,672
Instant Coupon	1,915,304
ActNow Retailers' Choice	1,893,731
ActNow Retailer's Choice	1,856,405
Talking ShelfTalk	1,909,428
Instant Coupon Machine	1,812,336
Instant Coupon Machine	1,834,003
Shelftalk RX	1,718,603
The In-Store Marketing Network	1,754,694
FreezerVision	1,699,347
Shelftake One	1,679,615
Carts	1,667,820

Marks:**Registration No. #:**

Shelftake One Rx	1,685,539
ActMedia	1,733,451
Powerforce	1,652,563
Impact * Plus	1,593,349
Impact and Design	1,571,248
Impact	1,507,469
Shelftalk	1,492,584
ActMedia	1,389,370
Aislelevision	1,343,216
Actnow	1,323,613

State of Delaware
Office of the Secretary of State PAGE 1

I, EDWARD J. FREEL, 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 "ACTMEDIA, INC.", CHANGING ITS NAME FROM "ACTMEDIA, INC." TO "NEWS AMERICA MARKETING IN STORE, INC.", FILED IN THIS OFFICE ON THE THIRTIETH DAY OF JUNE, A.D. 1998, AT 9 O'CLOCK A.M.



A handwritten signature in cursive script, reading "Edward J. Freel".

Edward J. Freel, Secretary of State

2003251 8100

981306420

AUTHENTICATION:

9237044

DATE:

08-05-98

TRADEMARK
REEL: 1792 FRAME: 0609

5/6

CERTIFICATE OF AMENDMENT OF CERTIFICATE OF INCORPORATION

OF

ACTMEDIA, INC.

It is hereby certified that:

1. The name of the corporation (hereinafter called the "Corporation") is:

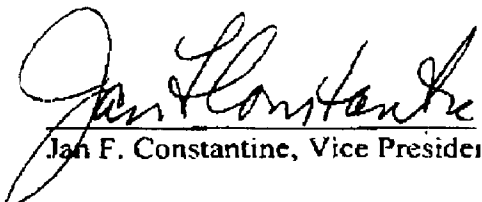
ACTMEDIA, INC.

2. The certificate of incorporation of the Corporation is hereby amended by striking out Article FIRST thereof and by substituting in lieu of the said Article the following new Article:

"FIRST: The name of the corporation is News America Marketing In-Store, Inc."

3. The amendment of the certificate of incorporation herein certified has been duly adopted and written consent has been given in accordance with the provisions of sections 228 and 242 of the General Corporation Law of the State of Delaware.

Signed on the 30th day of June, 1998


Jan F. Constantine, Vice President

NEWS AMERICA INCORPORATED

1211 Avenue of the Americas, New York, N.Y. 10036
(212) 852-7340 (phone); (212) 852-7217 (fax); lbmartin@newscorp.com

Lisa B. Martin

Vice President, News America Incorporated
Associate General Counsel, News America Publishing Group & News America Marketing Group

September 2, 1998

Honorable Commissioner of Patents and Trademarks
U.S. Patent and Trademark Office
Washington, D.C. 20231

BOX: ASSIGNMENT

Re: Recordal of NAME CHANGE: Please See Attached Lists for Serial Numbers and Registration Numbers

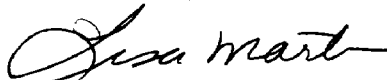
Dear Commissioner:

Enclosed herewith is a Recordal Form Cover Sheet for the recordal of a Name Change Document which affects the recorded owner of the (29) twenty-nine trademark applications listed in the attached form. The Name of the Applicant has been changed from Actmedia, Inc., to News America Marketing In-Store, Inc. Also enclosed is a true and correct copy of the official documentation and a check in the amount of \$740.00. Please have these assignments recorded, and send me confirmation of such recordation.

The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. 14-0789. A duplicate copy of this letter is enclosed for that purpose.

Thank you.

Sincerely yours,



Lisa B. Martin



09-08-1998

U.S. Patent & TMO/TM Mail Rcpt Dt. #67

I heri
dado
first c.

Correspondence is being
led States Postal Service as
envelopes addressed to:
Assistant Commissioner of Patents and Trademarks,
2900 Crystal Drive, Arlington, VA 22202-4312;
on the date set forth below.

Signed anjali lobo
Name ANJALI DA. V. LOBO
Date September 3, 1998