



To the Honorable Commissioner of Patents

101314770

ached original documents or copy thereof.

1. Name of conveying party(ies):

WP HOLDING, INC.

- Individual(s)
- General Partnership
- Corporation-State - Delaware
- Other
- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: May 10, 1999

2. Name and address of receiving party(ies)

Name: yesmail.com, inc.

Internal Address:

Street Address: 222 S. Riverside Plaza, 17<sup>th</sup> Floor  
Chicago, IL 60606

- 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) and address(es) attached?  Yes  No

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

A. Trademark Application No.(s)

75/641,433	75/641,437	75/641,434	75/669,834
75/641,431	75/641,436	75/651,050	75/678,769
75/641,432	75/641,435	75/649,272	75/669,835

B. Trademark Registration No.(s)

5/08/2000 DCOATES 00000347 75641433

Additional numbers attached?  Yes  No

01 FC:481 40.00 OP  
 02 FC:482 275.00 OP  
 03 FC:484 120.00 OP

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

Name: Jovan N. Jovanovic

Internal Address: FACTOR & PARTNERS, LLC

Street Address: 100 W. Monroe St., Suite 300

City: Chicago State: IL Zip: 60603

6. Total number of applications and registrations involved. 12

7. Total fee (37 CFR 3.41) \$ 315.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

50-0545

(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.

Jovan N. Jovanovic

Name of Person Signing

Signature

5/4/00

Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK  
REEL: 002036 FRAME: 0746

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 "WP HOLDING, INC.", CHANGING ITS NAME FROM "WP HOLDING, INC." TO "YESMAIL.COM, INC.", FILED IN THIS OFFICE ON THE TENTH DAY OF MAY, A.D. 1999, AT 9 O'CLOCK A.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.



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

Edward J. Freel, Secretary of State

2959616 8100

991186278

AUTHENTICATION: 9736781

DATE: 05-11-99

TRADEMARK  
REEL: 002036 FRAME: 0747

**CERTIFICATE OF AMENDMENT**  
**OF**  
**CERTIFICATE OF INCORPORATION**  
**OF**  
**WP HOLDING, INC.**

It is hereby certified that:

1. The name of the corporation is WP Holding, Inc. (hereinafter called the "Corporation").

2. The Certificate of Incorporation of the Corporation is hereby amended by striking out Article FIRST (Name) thereof and by substituting in lieu of said Article the following new Article FIRST:

"The name of the Corporation is yesmail.com, inc."

3. The amendment of the Certificate of Incorporation herein certified has been duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the undersigned have caused this Certificate of Amendment to be executed this 28th day of April, 1999.

By:   
Kevin R. Manley, Secretary

STATE OF DELAWARE  
SECRETARY OF STATE  
DIVISION OF CORPORATIONS  
FILED 09:00 AM 05/10/1999  
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