

10-27-2000



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Form PTO-1594  
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RECORDATIC  
TRADE

DEPARTMENT OF COMMERCE  
and Trademark Office

To the Honorable Commissioner of Patents and Tradem.

ments or copy thereof.

1. Name of conveying party(ies):  
**Big Flower Press Holdings, Inc.**

Individuals  Association  
 General Partnership -  Limited Partnership  
 Corporation - State: Delaware  
 Other \_\_\_\_\_

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

3. Nature of conveyance:

Assignment  Merger  
 Security Interest  Change of Name  
 Other \_\_\_\_\_

Effective Date: July 13, 2000

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s)

Additional numbers attached?  Yes  No

2. Name and address of receiving party(ies):  
 Name: Vertis, Inc.  
 Internal Address: \_\_\_\_\_  
 Street Address: 3 East 54<sup>th</sup> Street  
 City: New York State: New York ZIP: 10022

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation- 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

Trademark Registration No.(s)\  
**Please see attached Schedule A**

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Brian Jaenicke, Legal Assistant  
 Internal Address: White & Case LLP  
 Street Address: 1155 Avenue of the Americas  
 City: New York State: NY ZIP: 10036

6. Total number of applications and registration involved 3

7. Total fee (37 CFR 3.41): ..... \$ 90.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
23-1705  
 (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.*

Brian T. Jaenicke  
 Name of Person Signing

Signature

8/9/00  
 Date

Total number of pages comprising cover sheet: 1

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

**Commissioner of Patents and Trademarks**  
**Box Assignments**  
**Washington, D.C. 20231**

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

SCHEDULE A

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
A. Big Flower Press and Design	2,075,502	7/1/97
B. Big Flower Press	2,089,007	8/19/97
C. Design Only	75-112,664	6/3/96

Office of the Secretary of State

I, EDWARD J. FREEL, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE SAID "BIG FLOWER PRESS HOLDINGS, INC.", FILED A CERTIFICATE OF AMENDMENT, CHANGING ITS NAME TO "VERTIS, INC.", THE THIRTEENTH DAY OF JULY, A.D. 2000, AT 4:30 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE FRANCHISE TAXES HAVE BEEN PAID TO DATE.

AND I DO HEREBY FURTHER CERTIFY THAT THE ANNUAL REPORTS HAVE BEEN FILED TO DATE.



*Edward J. Freel*

Edward J. Freel, Secretary of State

2343826 8320

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AUTHENTICATION: 0604816

DATE: 08-07-00

TRADEMARK  
REEL: 002163 FRAME: 0067

**CERTIFICATE OF AMENDMENT  
OF  
RESTATED CERTIFICATE OF INCORPORATION**

**BIG FLOWER PRESS HOLDINGS, INC.**, a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "Corporation"), **DOES HEREBY CERTIFY:**

**FIRST:** That the Board of Directors of the Corporation adopted by unanimous written consent a resolution proposing and declaring advisable the following amendment to the Restated Certificate of Incorporation of the Corporation:

**RESOLVED**, that Article FIRST of the Restated Certificate of Incorporation of Big Flower Press Holdings, Inc. be amended to read in its entirety as follows: "**FIRST:** The name of the Corporation is Vertis, Inc. The Corporation was originally incorporated under the name BFP Holdings Corp. and the original Certificate of Incorporation of the Corporation was filed with the Secretary of State of the State of Delaware on July 14, 1993."

**SECOND:** That the sole shareholder of the Corporation has given written consent to the foregoing amendment in accordance with the provisions of Section 228 of the General Corporation Law of the State of Delaware.

**THIRD:** That the foregoing amendment was duly adopted in accordance with the applicable provisions of Sections 228 and 242 of the General Corporation Law of the State of Delaware.

**IN WITNESS WHEREOF**, the Corporation has caused this certificate to be signed by Donald E. Roland, its President, and attested by Irene B. Fisher, its Secretary, this 5th day of July, 2000.

**BIG FLOWER PRESS HOLDINGS, INC.**

By: Donald E. Roland  
President

**ATTEST**

By: Irene B. Fisher  
Secretary

Corporate Seal

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