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FORM PTO-1618A
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OMB 0651-0027



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U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

3-30-01

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment
 - License
 - Security Agreement
 - Nunc Pro Tunc Assignment
 - Merger
 - Change of Name
 - Other _____
- Effective Date
Month Day Year
9 - 14 - 00

Conveying Party

Mark if additional names of conveying parties attached

Name TransAmerica Holdings, L.L.C.

Execution Date
Month Day Year
9 - 4 - 00

Formerly _____

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other Limited Liability Company
- Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name AmeriMark Direct LLC

DBA/AKA/TA _____

Composed of _____

Address (line 1) 6864 Engle Road

Address (line 2) _____

Address (line 3) Cleveland

Ohio

44130

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other Limited Liability Company
- Citizenship/State of Incorporation/Organization Delaware

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

04/11/2001 TDIAZ1 00000009 1835389

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01 FC:481 40.00 OP
02 FC:482 100.00 OP

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Mail documents to be recorded with required cover sheet(s) information to:
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TRADEMARK

REEL: 002267 FRAME: 0869

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

Number of Properties Enter the total number of properties involved. #

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed Deposit Account

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)
Deposit Account Number: #

Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

Joseph J. Corso



March 28, 2001

Name of Person Signing

Signature

Date Signed

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 "TRANSAMERICA HOLDINGS, L.L.C.", CHANGING ITS NAME FROM "TRANSAMERICA HOLDINGS, L.L.C." TO "AMERIMARK DIRECT LLC", FILED IN THIS OFFICE ON THE FOURTEENTH DAY OF SEPTEMBER, A.D. 2000, AT 9:03 O'CLOCK A.M.



Handwritten signature of Edward J. Freel in cursive.

Edward J. Freel, Secretary of State

2870209 8100

AUTHENTICATION: 0681679

001470466

DATE: 09-19-00

TRADEMARK
REEL: 002267 FRAME: 0871

STATE OF DELAWARE
SECRETARY OF STATE
DIVISION OF CORPORATIONS
FILED 09:03 AM 09/14/2000
001466193 - 2870209

CERTIFICATE OF AMENDMENT
TO CERTIFICATE OF FORMATION

of

TRANSAMERICA HOLDINGS, L.L.C.

Under Section 18-202 of the Delaware Limited Liability Company Act


It is hereby certified that:

1. The name of the limited liability company (hereinafter called the "limited liability company") is TransAmerica Holdings, L.L.C.

2. The certificate of formation of the limited liability company is hereby amended by striking out Article FIRST thereof and by substituting in lieu of said Article the following new Article FIRST:

"FIRST: The name of the limited liability company is AmeriMark Direct LLC"

Executed on September 4, 2000.


Gareth L. Chester, Authorized Person

{CL3096L.DOC.1}

FOREIGN TRADEMARK REGISTRATION

<u>Country</u>	<u>Registration No.</u>	<u>Registration Date</u>	<u>Mark</u>
Canada	415,149	August 6, 1993	WINDSOR