

04-27-2001



TRADEMARK
03261-A0032A GSW/KGB

101694534

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignor	VNU Advertising Expenditure Corp.
Assignee	SRDS, Inc.
Registration Nos.	2,212,452 2,165,876 2,171,294 2,205,172 2,208,363 2,208,404
Trademarks:	BUSINESS PUBLICATION ADVERTISING SOURCE, THE BULLET, THE LIFE-STYLE MARKET ANALYST, DIRECT MARKETING LIST SOURCE, NEWSPAPER ADVERTISING SOURCE, TV & CABLE SOURCE

MIR
4.18.01

Box Assignment
Assistant Commissioner for Trademarks
Washington, DC 20231

Name Change Recordation Form Cover Sheet

Dear Sir:

Please record the attached original document.

1. Name of conveying parties. VNU Advertising Expenditure Corp.
2. Name and Address of Receiving Party. SRDS, Inc., 770 Broadway, 8Th Floor, New York, NY 10003-9595.
3. Nature of Conveyance: Change of Name Execution Date: December 12, 2000
4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Gene S. Winter, Registration No. 28, 352
 Kathryn Grant Belleau, Esq.
 Attorneys for Applicant
 STONGE STEWARD JOHNSTON & REENS LLC
 986 Bedford Street
 Stamford, CT 06905-5619
 203 324-6155

04/27/2001 GTOM11

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01 FC:481
02 FC:482

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125.00 OP

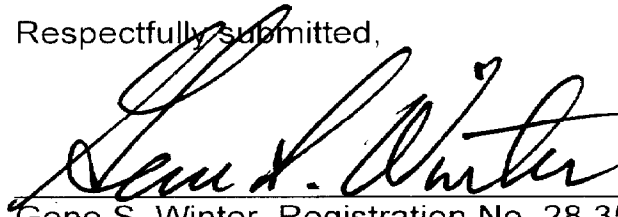
Mailing Certificate: I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Box Assignment, Commissioner of Patents and Trademarks; Washington, DC 20231.

April 16, 2001

Danielle Dominici

5. Registration Number: 2,212,452; 2,165,876; 2,171,294; 2,205,172; 2,208,363; 2,208,404.
6. Total Number of Application(s) Involved: 6.
7. Total Fee (37 CFR 3.41). \$165.00 due.
8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.
9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 3. To the best of my knowledge and belief, the foregoing information is true and correct.

Respectfully submitted,



Gene S. Winter, Registration No. 28,352
Kathryn Grant Belleau, Esq.
Attorneys for Applicant
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

State of Delaware
Office of the Secretary of State

PAGE 1

I, HARRIET SMITH WINDSOR, 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 "VNU ADVERTISING EXPENDITURE CORP.", CHANGING ITS NAME FROM "VNU ADVERTISING EXPENDITURE CORP." TO "SRDS, INC.", FILED IN THIS OFFICE ON THE TWELFTH DAY OF DECEMBER, A.D. 2000, AT 12 O'CLOCK P.M.



Harriet Smith Windsor
Harriet Smith Windsor, Secretary of State

2109995 8100

AUTHENTICATION: 1021669

010123828

DATE: 03-14-01

TRADEMARK
REEL: 002281 FRAME: 0757

STATE of DELAWARE
CERTIFICATE of AMENDMENT of
CERTIFICATE of INCORPORATION

- **First:** That at a meeting of the Board of Directors of VNU ADVERTISING EXPENDITURE CORP.

resolutions were duly adopted setting forth a proposed amendment of the Certificate of Incorporation of said corporation, declaring said amendment to be advisable and calling a meeting of the stockholders of said corporation for consideration thereof.

The resolution setting forth the proposed amendment is as follows:

Resolved, that the Certificate of Incorporation of this corporation be amended by changing the Article thereof numbered "FIRST" so that, as amended, said Article shall be and read as follows:

" The name of the Corporation is SRDS, Inc.

- **Second:** That thereafter, pursuant to resolution of its Board of Directors, a special meeting of the stockholders of said corporation was duly called and held, upon notice in accordance with Section 222 of the General Corporation Law of the State of Delaware at which meeting the necessary number of shares as required by statute were voted in favor of the amendment.
- **Third:** That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.
- **Fourth:** That the capital of said corporation shall not be reduced under or by reason of said amendment.

BY: 
(Authorized Officer)

NAME: Frederick A. Steinmann, V.P.
(Type or Print)

STATE OF DELAWARE
SECRETARY OF STATE
DIVISION OF CORPORATIONS
FILED 12:00 PM 12/12/2000
001621062 - 2109995

RECORDED: 04/18/2001

TRADEMARK
REEL: 002281 FRAME: 0758