

03-04-2002



Docket No.:

Tab settings

To the Honorable Commissioner of Patents

102000016... are attached original documents or copy thereof.

1. Name of conveying party(ies):

NuWorld Marketing Limited  
75 Tri-State International  
Suite 400  
Lincolnshire, Illinois 60069-4443

2.6.02

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

Additional names(s) of conveying party(ies)  Yes  No

2. Name and address of receiving party(ies):

Name: NCH Marketing Services, Inc.

Internal Address: Suite 400

Street Address: 75 Tri-State International

City: Lincolnshire State: IL ZIP: 60069

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

02-06-2002

U.S. Patent & TMOs/TM Mail Rpt Dt: #01

If assignee is not domiciled in the United States, a domestic designation is  Yes  No  
(Designations must be a separate document from Additional name(s) & address(es)  Yes  No

3. Nature of conveyance:

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

Execution Date: December 21, 2001

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

75-751,137  
75-921,579

B. Trademark Registration No.(s)

			2,006,664
1,489,937	2,311,637	2,118,067	1,459,478
763,660	1,204,802	1,168,647	1,843,150
2,130,462	2,016,022	1,846,923	1,440,148

Additional numbers  Yes  No

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

Name: Melissa Masiello, Esq.

Internal Address: Bell, Boyd & Lloyd LLC

Street Address: P.O. Box 1135

City: Chicago State: IL ZIP: 60690

6. Total number of applications and registrations involved:.....

14

7. Total fee (37 CFR 3.41):.....\$ 390.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

02-1818

03/01/2002 TDI A21 00000060 75751137

01 FC:481 40.00 DP  
02 FC:482 325.00 DP

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.

Melissa Masiello, Esq.

Name of Person Signing

Signature

February 6, 2002

Date

Total number of pages including cover sheet, attachments, and

6 TRADEMARK

REEL: 002452 FRAME: 0357

03/01/2002 TDI A21 000075400  
Name/Number: 75751137 \$25.00 CR  
Ref: 01/01/016  
PU: 704

FROM CORPORATION TRUST-DOVER, DE 302-674-8340

(FRI) 12/21/01 16:11/ST. 16:88

STATE OF DELAWARE  
DIVISION OF CORPORATIONS  
FILED 03:30 PM 12/21/2001  
010663594 - 2561027

**STATE of DELAWARE  
CERTIFICATE of AMENDMENT of  
CERTIFICATE of INCORPORATION**

- First: That at a meeting of the Board of Directors of NuWorld Marketing Limited

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 "1" so that, as amended, said Article shall be and read as follows:

" The name of the corporation is NCR Marketing Services, Inc.  
(the "Company").

- 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: George Kapitzky  
(Authorized Officer)

NAME: George Kapitzky  
(Type or Print)

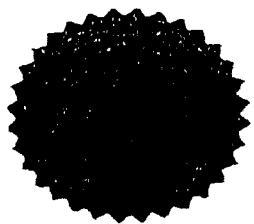
# Delaware

PAGE 1

*The First State*

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 "NUWORLD MARKETING LIMITED", CHANGING ITS NAME FROM "NUWORLD MARKETING LIMITED" TO "NCH MARKETING SERVICES, INC.", FILED IN THIS OFFICE ON THE TWENTY-FIRST DAY OF DECEMBER, A.D. 2001, AT 3:30 O'CLOCK P.M.

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



*Harriet Smith Windsor*  
 Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 1526654

DATE: 12-26-01

2561027 8100

010663594

TRADEMARK

REEL: 002452 FRAME: 0359

MELISSA MASIELLO  
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312 807-4269  
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533,541,544,545,546  
548,549,550, 551,557

THREE FIRST NATIONAL PLAZA  
70 WEST MADISON STREET, SUITE 3300  
CHICAGO, ILLINOIS 60602-4207  
312.372.1121 FAX 312.372.2098

OFFICES IN CHICAGO  
AND WASHINGTON, D.C.

February 6, 2002

**VIA EXPRESS MAIL**



Commissioner of Patents and Trademarks  
BOX ASSIGNMENTS  
Washington, D.C. 20231

02-06-2002

U.S. Patent & TMO/c/TM Mail Rpt Dt. #01

Attn.: Trademark Assignment Branch

**Recordation of Change of Corporate Name for Trademark**

Dear Sir/Madam:

Enclosed for recordation please find:

- (1) A State of Delaware Certificate of Amendment of Certificate of Incorporation Amending the Corporate Name of NuWorld Marketing Limited to NCH Marketing Services, Inc. dated December 21, 2001;
- (2) A Recordation Form Cover Sheet for Trademarks;
- (3) A check in the amount of \$390.00 in payment of recordation fees; and
- (4) A postcard which we ask you to date stamp and return.

If additional fees are required, the Commissioner is hereby authorized to deduct the required fee from deposit account No. 02-1818.

If you have any questions, please feel free to contact me regarding this recordation.

Very truly yours,

  
Melissa Masiello

MM:mcf  
Encls.

Copies to: Ms. Wan Ling Martello  
Mr. George Kapitzky  
David F. Heroy, Esq.

Certificate of Express Mail

I Michelle Foy Swierczynski hereby certify that the foregoing Recordation of Corporate Change of Name for Trademark is being deposited with the United States Postal Service as Express Mail, postage prepaid, in an envelope addressed to Commissioner for Trademarks, BOX ASSIGNMENTS, 2900 Crystal Drive, Arlington, Virginia 22202-3513 on this 6th day of February, 2002.

  
\_\_\_\_\_  
(Signature)

— EL515587008US —  
Exp.