

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Point-of-Purchase Advertising Institute, Inc.		02/25/2004	not-for-profit corporation: NEW YORK

RECEIVING PARTY DATA

Name:	Point of Purchsae Advertising International, Inc.
Street Address:	1660 L Street, N.W.
City:	Washington
State/Country:	DISTRICT OF COLUMBIA
Postal Code:	20036
Entity Type:	not-for-profit corporation: NEW YORK

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	2205134	CHIEF AWARD
Registration Number:	1617848	MARKETPLACE
Registration Number:	2205133	OMA AWARDS
Registration Number:	1588615	POPAI
Registration Number:	1595825	POPAI
Registration Number:	2205135	POPAI DAY OF DESIGN
Registration Number:	1932202	POPAI HALL OF FAME

CORRESPONDENCE DATA

Fax Number: (215)655-2183
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 215.994.2183
 Email: glenn.gundersen@dechert.com
 Correspondent Name: Dechert LLP
 Address Line 1: 1717 Arch Street
 Address Line 2: 4000 Bell Atlantic Tower
 Address Line 4: Philadelphia, PENNSYLVANIA 19103-2793

CH \$190.00 2205134

ATTORNEY DOCKET NUMBER:

278930

NAME OF SUBMITTER:

Glenn A. Gundersen

Total Attachments: 5

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N. Y. S. DEPARTMENT OF STATE
DIVISION OF CORPORATIONS AND STATE RECORDS ALBANY, NY 12231-0001

FILING RECEIPT

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ENTITY NAME: POINT OF PURCHASE ADVERTISING INTERNATIONAL, INC.

DOCUMENT TYPE: AMENDMENT (DOMESTIC NFP) COUNTY: NEWY
PROCESS NAME

SERVICE COMPANY: CORPORATION SERVICE COMPANY SERVICE CODE: 45

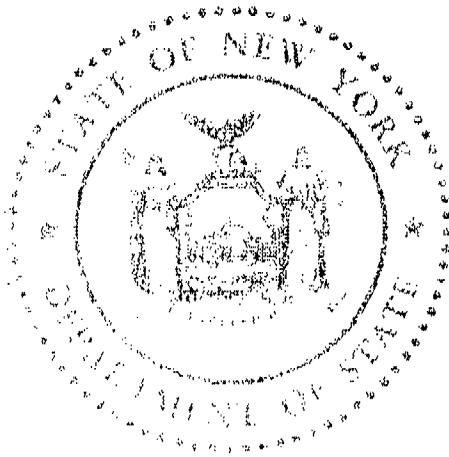
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FILED:02/27/2004 DURATION:***** CASH#:040227000569 FILM #:040227000545

ADDRESS FOR PROCESS

THE CORPORATION
1660 L STREET NW
WASHINGTON, DC 20036

REGISTERED AGENT



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FILER	FEES		PAYMENTS	
-----	-----	90.00	-----	90.00
PROFITA & ASSOCIATES, LLC	FILING	30.00	CASH	0.00
106 GRAND AVENUE	TAX	0.00	CHECK	0.00
ENGLEWOOD, NJ 07631	CERT	0.00	CHARGE	0.00
	COPIES	10.00	DRAWDOWN	90.00
	HANDLING	50.00	BILLED	0.00
			REFUND	0.00

461662MPJ

DOS-1025 (11/89)

State of New York }
Department of State } ss:

I hereby certify that the annexed copy has been compared with the original document filed by the Department of State and that the same is a true copy of said original.

Witness my hand and seal of the Department of State on **March 1, 2004**



A handwritten signature in black ink, appearing to read "R. A. S.", is written over the printed title.

Secretary of State

DOS-200 (Rev. 03/02)

it By: 0;

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DP 03-15
DOWN

CERTIFICATE OF AMENDMENT
OF THE
CERTIFICATE OF INCORPORATION
OF
POINT OF PURCHASING ADVERTISING INTERNATIONAL, INC.

Under Section 803 of the
Not-for-Profit Corporation Law

WE, THE UNDERSIGNED, being respectively the President of Point of Purchasing Advertising International Inc., do hereby certify:

1. The name of the corporation is Point of Purchasing Advertising International, Inc.
2. The Certificate of Incorporation was filed on October 15, 1945 by the Department of State of New York and was formed under the Membership Corporations Law. The corporation was named as "Point Of Purchase Advertising Institute, Inc." The Certificate of Amendment of the Certificate of Incorporation was filed on January 9, 2002 amending the name of the corporation to "Point of Purchasing Advertising International Inc."
3. Point of Purchasing Advertising International Inc. is a corporation as defined in subparagraph (a) of the section 102 of the New York Not-For-Profit Corporation Law.
4. Point of Purchasing Advertising International Inc. is a Type A corporation under section 201 and shall continue to be a type A corporation.
5. The Secretary of State is designated as the agent of the corporation upon whom process against it may be served. The address to which the Secretary of State shall mail a copy of any process against the corporation served upon him is: The Corporation at 1660 L Street, NW, Washington, D.C. 20036.

sent By: 0;

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Feb-26-04 11:08;

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6. Paragraph FIRST of the Certificate of Incorporation is hereby amended to read as follows:

"The name of the corporation is Point of Purchase Advertising International, Inc."

7. The above amendment to the Certificate of Incorporation was authorized by vote of a majority of the votes cast at a meeting held on February 10, 2001, at which a quorum of the members entitled to vote thereon was present, and such vote was by at least a majority vote as provided in paragraph (c) of Section 613 of the Not-For-Profit Corporation Law.

IN WITNESS WHEREOF, we have made and subscribed this Certificate of Amendment of the Certificate of Incorporation on the 25th day of February, 2004, and we affirm it as true under the penalties of perjury.



President

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LCC

STATE OF NEW YORK
DEPARTMENT OF STATE

FEB 27 2004

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BY: RE

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CERTIFICATE OF AMENDMENT
OF

POINT OF PURCHASING ADVERTISING INTERNATIONAL, INC.
Under Section 805 of the Business Corporation Law

FILED BY:
PROFITA & ASSOCIATES, LLC
106 Grand Avenue
Englewood, NJ 07631
Cust. Ref#461662MPJ

DRAWDOWN

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