

10/14/03

10-17-2003

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings



U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Secret Shopper Network, Inc. Individual(s) Association General Partnership Limited Partnership Corporation-State Other Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: Beyond Hello Inc. Internal Address: Street Address: 6225 University Avenue #206 City: Madison State: WI Zip: 53705 Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Wisconsin 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

3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Execution Date: 01/01/1997

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 2,125,565 Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Attorney Catherine J. Furay Internal Address: Murphy Desmond S.C. P.O. Box 2038 Madison, WI 53701-2038 Street Address: 2 East Mifflin Street Suite 800 City: Madison State: WI Zip: 53703

6. Total number of applications and registrations involved: 1 7. Total fee (37 CFR 3.41): \$ 40.00 Enclosed Authorized to be charged to deposit account 8. Deposit account number:

10/16/2003 DBYRNE 00000052 2125565 01 FC:8521

DO NOT USE THIS SPACE

9. Signature. Gary Godding, President Name of Person Signing Signature Date 10/03, 2003

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 002847 FRAME: 0632

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RECEIVED - DEPT OF FINANCIAL INSTITUTIONS STATE OF WISCONSIN

MA

96 DEC 30 08:00

ARTICLES OF AMENDMENT OF SECRET SHOPPER NETWORK, INC

- A. The name of the Corporation is Secret Shopper Network, Inc.
B. The Corporation hereby amends its Articles of Incorporation as follows: Article ONE shall be revised to read in its entirety as follows:
The name of the corporation shall be Beyond Hello Inc.
C. The amendment was adopted on December 12, 1996.
D. The amendment to the Articles of Incorporation was adopted in accordance with Sec. 180.1003, Wis. Stats. All directors and all shares voted in favor of the amendment.
E. The change of name shall be effective January 1, 1997.

Executed in duplicate on this 12th day of December, 1996.

Gary L. Godding - President
5905 Old Sauk Road
Madison, WI 53705

STATE OF WISCONSIN)
COUNTY OF DANE) ss

JAN 07 12:00PM
171570 DCCRP 40 40.00

Personally came before me this 12th day of December, 1996 the above named Gary L. Godding, to me known to be the person who executed the foregoing instrument, and acknowledged the same.

Susan B. King
Notary Public, Dane County, WI
My Commission expires: 12/31/97

This instrument was drafted by Susan B. King, Attorney at Law, 3 South Pinckney Street, Suite 819, Madison, Wisconsin 53703.

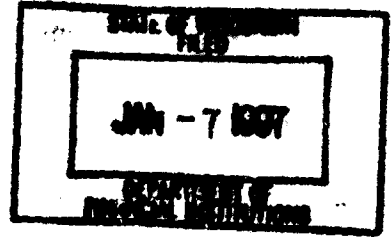
Articles of Amendment

EFFECTIVE DATE:

January 1, 1997

\$40.00 fee ¹⁷⁹

Changes corporate name



Susan King

Ste 819

3 S. Pinckney St

Madison WI 53703



DEPARTMENT OF FINANCIAL INSTITUTIONS

To All to Whom These Presents Shall Come, Greeting:

I, RAY ALLEN, Deputy Administrator, Division of Corporate & Consumer Services, Department of Financial Institutions, do hereby certify that the annexed copy has been compared with the document on file in the Corporation Section of the Division of Corporate & Consumer Services of this department, and that the same is a true copy thereof; and that I am the legal custodian of said document, and that this certification is in due form.



IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed the official seal of the Department.

A handwritten signature in black ink, appearing to read "Ray Allen".

RAY ALLEN, Deputy Administrator
Division of Corporate & Consumer Services
Department of Financial Institutions

DATE: OCT - 9 2003

BY: Patricia Weber

Effective July 1, 1996, the Department of Financial Institutions assumed the functions previously performed by the Corporations Division of the Secretary of State and is the successor custodian of corporate records formerly held by the Secretary of State.

" Attachment "

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
POST REGISTRATION SECTION

Mark: Reflecting the Customer's Experience

Registration No.: 2,125,565

Class: 035

AMENDED POWER OF ATTORNEY

Applicant hereby appoints Catherine J. Furay and Stephen R. Tumbush of the law firm of Murphy Desmond S.C., 2 East Mifflin Street, Suite 800, Madison, Wisconsin 53703 (608-257-7181), all members of the Bar of the State of Wisconsin, to prosecute the Declaration, to transact all business in the Patent and Trademark Office in connection therewith and to receive all communications in reference thereto.

Signed at Madison, Wisconsin this 3rd day of October, 2003.

**Beyond Hello Inc. (f/k/a Secret
Shopper Network, Inc.)**

By: Gary Godding
Gary Godding, President