

11-21-2003

Form PTO-1594  
(Rev. 10/02)  
OMB No. 0651-0027 (exp. 6/30/2005)  
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U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

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

1. Name of conveying party(ies): 10-22-03  
TransAmerica Holdings, L.L.C.  
 Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation-State  
 Other Limited-Liability Company  
Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
Name: AmeriMark Direct LLC  
Internal  
Address: 6864 Engle Road  
Street Address: \_\_\_\_\_  
City: Cleveland State: OH Zip: 44130  
 Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State \_\_\_\_\_  
 Other Limited Liability Company  
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  
 Other \_\_\_\_\_  
Execution Date: 9-19-00

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s) \_\_\_\_\_  
\_\_\_\_\_

B. Trademark Registration No.(s) 2,143,150  
\_\_\_\_\_

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Joseph J. Corso  
Internal Address: 1801 East Ninth Street, Suite  
11/20/2003 6TON11 00000168 2143150  
01 FC:8521 40.00 OP  
Street Address: \_\_\_\_\_  
City: Cleveland State: OH Zip: 44114-3108

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:  
16-0820

DO NOT USE THIS SPACE

9. Signature.  
Joseph J. Corso      [Signature]      October 20, 2003  
Name of Person Signing      Signature      Date  
Total number of pages including cover sheet, attachments, and document: 3

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



10-22-2003

U.S. Patent & TMO/TM Mail Rcpt Dt. #66

TRADEMARK  
REEL: 002866 FRAME: 0864

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.



*Edward J. Freel*

Edward J. Freel, Secretary of State

2870209 8100

AUTHENTICATION: 0681679

001470465

DATE: 09-19-00

OCT. 19. 2000 5:00PM

CALFEE HALTER & GRISWOLD LLP

NO. 8588 P. 8/10

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

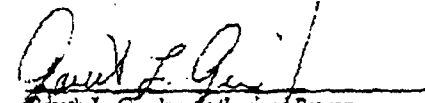
It is hereby certified that:

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. Guster, Authorized Person

(CL3006L.DOC;1)