

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
Technicolor Screen Advertising, Inc.		05/25/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Screenvision Holdings, Inc.
Street Address:	1411 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	2635252	SCREENVISION
Registration Number:	2706601	SCREENVISION
Serial Number:	78237698	SCREENVISION DIRECT

CORRESPONDENCE DATA

Fax Number: (212)697-1559
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 2126966000
 Email: trademark@cm-p.com
 Correspondent Name: Curtis, Mallet-Prevost, Colt & Mosle LLP
 Address Line 1: 101 Park Avenue
 Address Line 2: 34th Floor
 Address Line 4: New York, NEW YORK 101780061

ATTORNEY DOCKET NUMBER:	SCREENVISION NAME CHANGE
NAME OF SUBMITTER:	Michael J. Brown

Total Attachments: 2

90009747

**TRADEMARK
 REEL: 002883 FRAME: 0275**

CH \$90.00 2635252

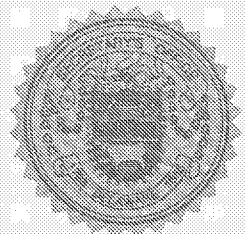
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Delaware

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 "TECHNICOLOR SCREEN ADVERTISING, INC.", CHANGING ITS NAME FROM "TECHNICOLOR SCREEN ADVERTISING, INC." TO "SCREENVISION HOLDINGS, INC.", FILED IN THIS OFFICE ON THE TWENTY-FIFTH DAY OF MAY, A.D. 2004, AT 6:11 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: 3136132

DATE: 05-26-04

3208072 8100

040388209

TRADEMARK

REEL: 002883 FRAME: 0277

CERTIFICATE OF AMENDMENT TO CERTIFICATE OF INCORPORATION

OF

TECHNICOLOR SCREEN ADVERTISING, INC.

Technicolor Screen Advertising, Inc. (hereinafter called the "Corporation"), a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware, does hereby certify:

1. The name of the Corporation is Technicolor Screen Advertising, Inc.
2. The certificate of incorporation of the Corporation is hereby amended by striking out Article 1. thereof and by substituting in lieu of said Article the following new Article:
 - "1. The name of the corporation is Screenvision Holdings, Inc.
3. The amendment of the certificate of incorporation herein certified has been duly adopted by the directors and shareholders in accordance with the provisions of sections 228 and 242 of the General Corporation Law of the State of Delaware.

Executed on May 25 2004


Andy Seiden, Secretary

State of Delaware
Secretary of State
Division of Corporations
Delivered 06:17 PM 05/25/2004
FILED 06:11 PM 05/25/2004
SRV 040388209 - 3208072 FILE

WD2000: NY 635434.1