

Form PTO-1594
(Rev. 10/02)
OMB No. 0651-0027 (exp. 6/30/2005)
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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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):

TarnsAmerica Holdings, L.L.C.

- Individual(s)
- General Partnership
- Corporation-State
- Other limited-liability company of Delaware
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

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

Execution Date: September 4, 2000

2. Name and address of receiving party(ies)

Name: AmeriMark Direct LLC

Internal

Address: _____

Street Address: 6864 Engle Road

City: Cleveland State: OH Zip: 44130

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State _____
- Other limited-liability company of Delaware

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

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

A. Trademark Application No. (s) _____

B. Trademark Registration No. (s) 2,244,807

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: Pearne & Gordon LLP

Street Address: 1801 East Ninth Street

Suite 1200

City: Cleveland State: OH Zip: 44114-1801

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
Name of Person Signing


Signature

July 15, 2004

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

CH \$40.00 160820 2244807

09/19/2000 9:00AM

OFFICE SOLICIT & REGISTRY

NO. 0000 P. 1/14

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

001470466

AUTHENTICATION: 0681679

DATE: 09-19-00

TRADEMARK

REEL: 002894 FRAME: 0340

OCT. 19. 2000 5:00PM

CALFEE HALTER & GRISWOLD LLP

NO. 2586 P. 8/10

STATE OF DELAWARE
SECRETARY OF STATE
DIVISION OF CORPORATIONS
FILED 09:03 AM 09/14/2000
001464193 - 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

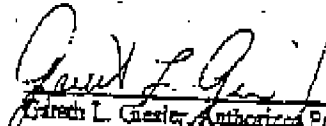
It is hereby certified that:

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. Chester, Authorized Person

(CL0098.DOC;1)