

## 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
Bulldog Holdings, Inc.		03/02/2004	CORPORATION: DELAWARE

## RECEIVING PARTY DATA

Name:	Interactive Search Holdings, Inc.
Street Address:	One Bridge Street
Internal Address:	Suite 42
City:	Irvington
State/Country:	NEW YORK
Postal Code:	10533
Entity Type:	CORPORATION: DELAWARE

## PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78173720	MY WAY

## CORRESPONDENCE DATA

Fax Number: (415)268-7522

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 415-268-6810

Email: jwolf@mofo.com

Correspondent Name: Rosemary S. Tarlton

Address Line 1: Morrison &amp; Foerster LLP

Address Line 2: 425 Market Street

Address Line 4: San Francisco, CALIFORNIA 94105-2482

ATTORNEY DOCKET NUMBER:

47683-24041.00

NAME OF SUBMITTER:

Rosemary S. Tarlton/ Jae Wolf

Total Attachments: 2

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State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 05:21 PM 03/02/2004  
FILED 05:21 PM 03/02/2004  
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**CERTIFICATE OF AMENDMENT  
OF THE  
AMENDED AND RESTATED  
CERTIFICATE OF INCORPORATION  
OF  
BULLDOG HOLDINGS, INC.**

Bulldog Holdings, Inc. (the "Corporation"), a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "DGCL"), does hereby certify that:

FIRST: The name of the Corporation is Bulldog Holdings, Inc.

SECOND: The Amended and Restated Certificate of Incorporation of the Corporation, filed on March 15, 2001, shall be amended as set forth in this Certificate of Amendment.

THIRD: Article FIRST of the Amended and Restated Certificate of Incorporation of the Corporation is hereby amended to read in its entirety as follows:

"FIRST. The name of the Corporation is Interactive Search Holdings, Inc. (the "Corporation")."

FOURTH: This amendment to the Amended and Restated Certificate of Incorporation has been duly adopted in accordance with the provisions of Sections 228 and 242 of the DGCL.

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IN WITNESS WHEREOF, the Corporation has caused this Certificate of Amendment to be executed this 2<sup>nd</sup> day of March, 2004.

BULLDOG HOLDINGS, INC.

By: 

Mark Stein  
Secretary

SVI:1843506212XY021.DXC03596.0812