

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
The Consumer Media Company, Inc.		06/29/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Dotomi, Inc.		
Street Address:	25 Kingston Street		
Internal Address:	5th Floor		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02111		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78289621	DOTOMI	
Serial Number:	78289613	ADVANTAGE	
CORRESPONDENCE DATA			
Fax Number:	(617)574-7659		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	617-574-4153		
Email:	lbillone@goulstonstorrs.com		
Correspondent Name:	Lisa Billone		
Address Line 1:	400 Atlantic Avenue		
Address Line 4:	Boston, MASSACHUSETTS 02110		
NAME OF SUBMITTER:	Lisa Billone		
Signature:	/Lisa Billone/		
Date:	02/22/2005		

OP \$65.00 78289621

Total Attachments: 2
source=Dotomi#page1.tif
source=Dotomi#page2.tif

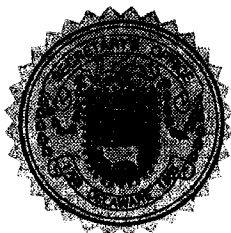
Delaware

PAGE 1

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 "THE CONSUMER MEDIA COMPANY INC.", CHANGING ITS NAME FROM "THE CONSUMER MEDIA COMPANY INC." TO "DOTOMI, INC.", FILED IN THIS OFFICE ON THE TWENTY-NINTH DAY OF JUNE, A.D. 2004, AT 2:23 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

3253238 8100

040479431

AUTHENTICATION: 3204967

DATE: 06-30-04

TRADEMARK
REEL: 003033 FRAME: 0323

**CERTIFICATE OF AMENDMENT
OF
THIRD AMENDED AND RESTATED
CERTIFICATE OF INCORPORATION
OF
THE CONSUMER MEDIA COMPANY INC.**

The Consumer Media Company Inc. (the "Corporation"), a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware, DOES HEREBY CERTIFY:

FIRST: That Article I of the Corporation's Third Amended and Restated Certificate of Incorporation (the "Certificate of Incorporation") is hereby amended by deleting it in its entirety and replacing such paragraph with the following:

"The name of the Corporation is Dotomi, Inc."

SECOND: The foregoing amendment to the Certificate of Incorporation was duly adopted in accordance with the applicable provisions of Section 242 of the General Corporation Law of the State of Delaware, with stockholder approval given by written consent in accordance with Section 228 of the General Corporation Law of Delaware.

IN WITNESS WHEREOF, the Corporation has caused this Certificate of Amendment to be executed by its President this 22nd day of June, 2004.

THE CONSUMER MEDIA COMPANY INC.

By: /s/ John Federman
John Federman
President