

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
SVM Corporate Marketing LLC		09/09/2005	LTD LIAB JT ST CO: NEW YORK
RECEIVING PARTY DATA			
Name:	Plum Benefits, LLC		
Street Address:	535 Eighth Avenue, 9th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LTD LIAB JT ST CO: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78612018	PLUM BENEFITS	
Serial Number:	78620366	PLUMBENEFITS	
CORRESPONDENCE DATA			
Fax Number:	(212)655-3535		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-655-3500		
Email:	ip@msf-law.com		
Correspondent Name:	Stephen A. Fefferman		
Address Line 1:	140 East 45th Street, 19th Floor		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	MENDELSON		
NAME OF SUBMITTER:	Stephen A. Fefferman		
Signature:	/Stephen A. Fefferman/		

CH \$65.00 78612018

Date:

01/10/2006

Total Attachments: 5

source=Filed Amendment#page1.tif

source=Filed Amendment#page2.tif

source=Filed Amendment#page3.tif

source=Filed Amendment#page4.tif

source=Filed Amendment#page5.tif

FILING RECEIPT

=====

ENTITY NAME: PLUM BENEFITS, LLC

DOCUMENT TYPE: AMENDMENT (DOM LLC)
NAME

COUNTY: NEWY

SERVICE COMPANY: CORPORATION SERVICE COMPANY

SERVICE CODE: 45

=====

FILED:09/09/2005 DURATION:***** CASH#:050909000808 FILM #:050909000764

ADDRESS FOR PROCESS

REGISTERED AGENT



FILER	FEES		PAYMENTS	
-----	-----	120.00		120.00
	FILING	60.00	CASH	0.00
	TAX	0.00	CHECK	0.00
MEISTER SEELIG & FEIN LLP	CERT	0.00	CHARGE	0.00
140 EAST 45TH STREET 19TH FL.	COPIES	10.00	DRAWDOWN	120.00
	HANDLING	50.00	OPAL	0.00
NEW YORK, NY 10017			REFUND	0.00

523715MTS

DOS-1025 (11/89)

TRADEMARK

REEL: 003224 FRAME: 0325

State of New York } ss:
Department of State }

I hereby certify that the annexed copy has been compared with the original document filed by the Department of State and that the same is a true copy of said original.

Witness my hand and seal of the Department of State on **September 12, 2005**



A handwritten signature in black ink, appearing to read "R. A. S.", is written over the seal.

Secretary of State

DOS-200 (Rev. 03/02)

f 050909000 764

New York State
Department of State
Division of Corporations, State Records
And Uniform Commercial Code
41 State Street
Albany, NY 12231

**CERTIFICATE OF AMENDMENT
OF
ARTICLES OF ORGANIZATION
OF**

SVM CORPORATE MARKETING, LLC

Under Section 211 of the Limited Liability Company Law

FIRST: The name of the limited liability company is:
SVM CORPORATE MARKETING, LLC

SECOND: The date of filing of the articles of organization is: December 3, 1998.

THIRD: The amendment effected by the certificate of amendment is as follows:

Paragraph FIRST of the Articles of Organization relating to the name of the limited liability company is hereby amended as follows:

FIRST: The name of the limited liability company is:
PLUM BENEFITS, LLC

/s/ Shara Mendelson _____
Shara Mendelson, Authorized Person



764

STATE OF NEW YORK
INSURANCE DEPARTMENT
ONE COMMERCE PLAZA
ALBANY, NEW YORK 12257

George E. Pataki
Governor

Howard Mills
Superintendent

September 08, 2005

Michael T. Smith
CSC
80 State Street
6th Floor
Albany, NY 12207

Dear Mr. Smith:

The name, **Plum Benefits, LLC.**, has been approved as a change from **SVM Corporate Marketing, LLC.** and will be reserved for a period of six months during which time a license must be issued in the new name. Since this is a change to a currently licensed name, neither an application nor a fee is required.

Before we can issue a license in the new name: We need the return of the license issued in the previous name.

Very truly yours,

Margaret Kaufman, Principal Clerk
LICENSING BUREAU
(518) 474-6630



/jjs

2

<http://www.ins.state.ny.us>

TRADEMARK
REEL: 003224 FRAME: 0328

