

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
Market Facts, Inc.		11/18/2002	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Synovate, Inc.		
Street Address:	222 South Riverside Plaza		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2616948	BRANDVISION	
Registration Number:	1955431	BRANDVISION	
Registration Number:	2683562		
Registration Number:	2615167	VISIONARY!	
Registration Number:	2671667	VISIONARY! PLUS	
CORRESPONDENCE DATA			
Fax Number:	(312)616-5700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-616-5600		
Email:	assignment@leydig.com		
Correspondent Name:	Anne E. Naffziger, Leydig, Voit & Mayer		
Address Line 1:	Two Prudential Plaza, Suite 4900		
Address Line 4:	Chicago, ILLINOIS 60601-6780		
ATTORNEY DOCKET NUMBER:	250554		

CH \$140.00 2616948

NAME OF SUBMITTER:	Anne E. Naffziger
Signature:	/Anne E. Naffziger/
Date:	02/03/2006
Total Attachments: 2 source=Name change certif#page1.tif source=Name change certif#page2.tif	

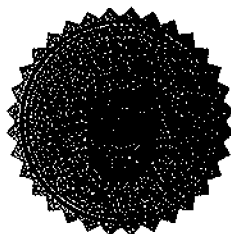
Delaware

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 "MARKET FACTS, INC.", CHANGING ITS NAME FROM "MARKET FACTS, INC." TO "SYNOVATE, INC.", FILED IN THIS OFFICE ON THE TWENTY-FIFTH DAY OF NOVEMBER, A.D. 2002, AT 9 O'CLOCK A.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

0644920 8100

AUTHENTICATION: 2113457

020725258

DATE: 11-26-02

TRADEMARK
REEL: 003240 FRAME: 0498

**CERTIFICATE OF AMENDMENT
OF THE
CERTIFICATE OF INCORPORATION
OF
MARKET FACTS, INC.**

The undersigned, being a duly appointed officer of Market Facts, Inc. (the "Corporation"), a corporation organized and existing under the General Corporation Law of the State of Delaware ("GCL") hereby certifies as follows:

FIRST: The name of the Corporation is:

"MARKET FACTS, INC."

SECOND: The Corporation hereby amends its Certificate of Incorporation as follows: Paragraph **FIRST** of the Certificate of Incorporation, relating to the name of the Corporation, is hereby amended and reads as follows:

"**FIRST:** The Name of the Corporation is Synovate, Inc."

THIRD: This Certificate of Amendment of the Certificate of Incorporation has been duly adopted in accordance with the provisions of Section 242 of the GCL and has been consented to in writing by the stockholders of the Corporation in accordance with Section 228 of the GCL.

IN WITNESS WHEREOF, I hereunto sign my name and affirm that the statements made herein are true under the penalties of perjury, this 18th day of November, 2002.

MARKET FACTS, INC.

By: \s\ Robert Philpott
Name: Robert Philpott
Title: President