

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
On Target Media, Inc.		02/27/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Direct Response Media, Inc.		
Street Address:	489 Devon Park Drive		
City:	Wayne		
State/Country:	PENNSYLVANIA		
Postal Code:	19087		
Entity Type:	CORPORATION: PENNSYLVANIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2620796	MEDIATRAK	
CORRESPONDENCE DATA			
Fax Number:	(312)827-8185		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	trademarks@bellboyd.com		
Correspondent Name:	Bell, Boyd & Lloyd LLC		
Address Line 1:	P.O. Box 1135		
Address Line 4:	Chicago, ILLINOIS 60690-1135		
ATTORNEY DOCKET NUMBER:	115192-21		
NAME OF SUBMITTER:	Doug Hatlestad		
Signature:	/doug hatlestad/		
Date:	03/14/2006		

CH \$40.00 2620796

Total Attachments: 2

900044135

**TRADEMARK
 REEL: 003268 FRAME: 0149**

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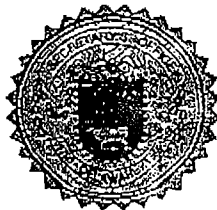
Delaware

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 "ON TARGET MEDIA, INC.", CHANGING ITS NAME FROM "ON TARGET MEDIA, INC." TO "DIRECT RESPONSE MEDIA, INC.", FILED IN THIS OFFICE ON THE TWENTY-SEVENTH DAY OF FEBRUARY, A.D. 2006, AT 4:19 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.



4109049 8100

060189199

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 4553212

DATE: 02-27-06

TRADEMARK
REEL: 003268 FRAME: 0151

State of Delaware
Secretary of State
Division of Corporations
Delivered 04:19 PM 02/27/2006
FILED 04:19 PM 02/27/2006
SRV 060189199 - 4109049 FILE

CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF INCORPORATION
OF
ON TARGET MEDIA, INC.

It is hereby certified that:

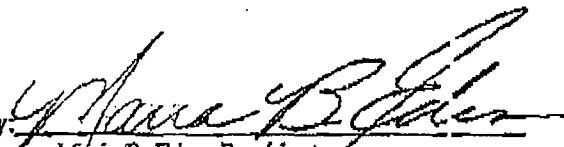
1. The name of the corporation (hereinafter called the "Corporation") is: On Target Media, Inc.

2. The Certificate of Incorporation of the Corporation is hereby amended by striking out Article FIRST thereof and by substituting in lieu of said Article the following new Article:

"FIRST: The name of the Corporation is Direct Response Media, Inc."

3. The amendment of the Certificate of Incorporation herein certified has been duly adopted and written consent has been given in accordance with the provisions of Sections 228 and 242 of the General Corporation Law of the State of Delaware.

Executed on February 27, 2006

By: 
Maria B. Eden, President

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