

02-07-2006



103174838

TRADEMARKS ONLY

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

REGISTRANT : EFFICIENT COLLABORATIVE RETAIL  
 : MARKETING COMPANY  
 : (formerly, EFFICIENT CONSUMER  
 : RESPONSE MANAGEMENT COMPANY)  
 MARK : EFFICIENT AD COMPARISONS & Design  
 : (and 4 additional marks)  
 REGISTRATION NO. : 2,671,529  
 : (and 4 others)  
 ISSUED : January 7, 2003  
 : (and 4 others)  
 ATTORNEY DOCKET NO. : ECRZ 5 00006  
 : (and 4 others)

Reel-19.05

CORRECTED RECORDATION FORM COVER SHEET

MAIL STOP ASSIGNMENT SERVICES DIVISION  
U.S. Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

To the Honorable Commissioner of Patents and Trademarks:

Please record the attached original document or copy thereof.

1. Name of conveying Party(ies):

**EFFICIENT CONSUMER RESPONSE MANAGEMENT COMPANY**

26210 Emery Road, #303  
Warrensville Heights, OH 44128

Entity:

- Individual(s)  Association
- General Partnership  Limited Partnership
- Corporation – State: Ohio
- Other: \_\_\_\_\_

2. Name and address of Party(ies) receiving an interest:

**EFFICIENT COLLABORATIVE RETAIL MARKETING COMPANY**

31200 Carter Street  
Solon, OH 44139

3. Description of the interest conveyed:

- |                          |                    |                                     |                |
|--------------------------|--------------------|-------------------------------------|----------------|
| <input type="checkbox"/> | Assignment         | <input checked="" type="checkbox"/> | Change of Name |
| <input type="checkbox"/> | Security Agreement | <input type="checkbox"/>            | Merger         |
| <input type="checkbox"/> | Other: _____       |                                     |                |

Execution Date: May 21, 2004

4. Serial number(s) or registration number(s):

|                                 |                        |
|---------------------------------|------------------------|
| A. Trademark Application No.(s) | B. Registration No.(s) |
|---------------------------------|------------------------|

|       |                                |
|-------|--------------------------------|
| _____ | <u>See Attached Schedule A</u> |
|-------|--------------------------------|

5. Name and address of Party to whom correspondence concerning this document should be mailed:

Mark S. Svat, Esq.  
Reg. No. 34,261  
Fay, Sharpe, Fagan, Minnich & McKee, LLP  
1100 Superior Avenue  
Seventh Floor  
Cleveland, OH 44114-2518

6. 5 trademark applications are involved.

7. Amount of fee enclosed or authorized to be charged: \$200.00

Although no fee is believed to be owed for correction of this Recordation Cover sheet, the Commissioner is authorized to charge any required fees to **Deposit Account No. 06-0308**.

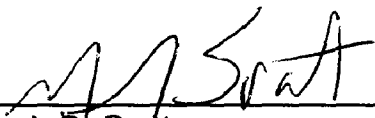
8. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

9. Total number of pages including cover sheet, attachments and documents: 7.

Respectfully submitted,

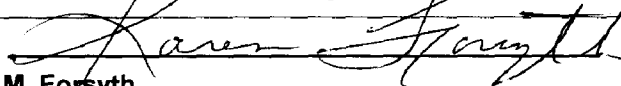
FAY, SHARPE, FAGAN,  
MINNICH & McKEE, LLP

2/1/06  
Date

  
Mark S. Svat  
Reg. No. 34,261  
1100 Superior Avenue  
Seventh Floor  
Cleveland, OH 44114-2518  
216/861-5582

CERTIFICATE OF MAILING UNDER 37 CFR 1.8

I certify that this Corrected Recordation Form Cover Sheet and accompanying documents are being deposited with the United States Postal Service as First Class Mail service on February 1, 2006, and is addressed to the U.S. Patent and Trademark Office, Assignment Services Division, P.O. Box 1450, Alexandria, VA 22313-1450.

Signature:   
By: Karen M. Forsyth

N:\ECRZ\1000001\KMF0006595V001.doc

**SCHEDULE A**  
**UNITED STATES ISSUED TRADEMARKS**  
January 31, 2006

| <b>MARK</b>   | <b>DOCKET NO.</b> | <b>REG. NO.</b> | <b>REG. DATE</b> | <b>APP. NO.</b> | <b>FILED</b> |
|---|-------------------|-----------------|------------------|-----------------|--------------|
| EFFICIENT AD COMPARISONS<br>& Design                      | ECRZ 5 00006      | 2,671,529       | 07JA2003         | 76/310,820      | 07SE2001     |
| ECRM<br>(wordmark)  | ECRZ 5 00009      | 2,651,645       | 19NO2002         | 76/310,818      | 07SE2001     |
| EPPS<br>(wordmark)  | ECRZ 5 00010      | 2,639,110       | 22OC2002         | 76/310,817      | 07SE2001     |
| ECRM<br>& Design  | ECRZ 5 00013      | 2,671,528       | 07JA2003         | 76/310,816      | 07SE2001     |
| EFFICIENT COLLABORATIVE<br>RETAIL MARKETING<br>(wordmark) | ECRZ 5 00019      |                 |                  | 78/375,321      | 27FE2004     |

**SCHEDULE A**  
**UNITED STATES ISSUED TRADEMARKS**  
September 6, 2005

| <b>MARK</b>   | <b>DOCKET NO.</b> | <b>REG. NO.</b> | <b>REG. DATE</b> | <b>APP. NO.</b> | <b>FILED</b> |
|---|-------------------|-----------------|------------------|-----------------|--------------|
| EFFICIENT AD COMPARISONS<br>& Design                      | ECRZ 5 00006      | 2,671,529       | 07JA2003         | 76/310,820      | 07SE2001     |
| ECRM<br>(wordmark)  | ECRZ 5 00009      | 2,651,645       | 19NO2002         | 76/310,818      | 07SE2001     |
| EPPS<br>(wordmark)  | ECRZ 5 00010      | 2,639,110       | 22OC2002         | 76/310,817      | 07SE2001     |
| ECRM<br>& Design  | ECRZ 5 00013      | 2,671,528       | 07JA2003         | 76/310,816      | 07SE2001     |
| EFFICIENT COLLABORATIVE<br>RETAIL MARKETING<br>(wordmark) | ECRZ 5 00019      |                 |                  | 78/375,321      | 27FE2004     |



| DATE:      | DOCUMENT ID  | DESCRIPTION                          | FILING | EXPED | PENALTY | CERT | COPY |
|------------|--------------|--------------------------------------|--------|-------|---------|------|------|
| 06/07/2004 | 200415902130 | DOMESTIC/AMENDMENT TO ARTICLES (AMD) | 50.00  | .00   | .00     | .00  | .00  |

**Receipt**

This is not a bill. Please do not remit payment.

WILLIAM P. GIBBONS  
1525 LEADER BLDG.  
CLEVELAND, OH 44114

## STATE OF OHIO CERTIFICATE

Ohio Secretary of State, J. Kenneth Blackwell

853242

It is hereby certified that the Secretary of State of Ohio has custody of the business records for

**EFFICIENT COLLABORATIVE RETAIL MARKETING COMPANY**

and, that said business records show the filing and recording of:

Document(s)

**DOMESTIC/AMENDMENT TO ARTICLES**

Document No(s):

**200415902130**



United States of America  
State of Ohio  
Office of the Secretary of State

Witness my hand and the seal of  
the Secretary of State at Columbus,  
Ohio this 7th day of June, A.D.  
2004.

*J. Kenneth Blackwell*  
Ohio Secretary of State



Prescribed by **J. Kenneth Blackwell**

Ohio Secretary of State  
Central Ohio: (614) 466-3910  
Toll Free: 1-877-SOS-FILE (1-877-767-3453)

www.state.oh.us/sos  
e-mail: busserv@sos.state.oh.us

|                                     |  |
|-------------------------------------|--|
| Expedite this Form: (Select One)    |  |
| <input type="radio"/> Yes           | PO Box 1390<br>Columbus, OH 43216<br>*** Requires an additional fee of \$100 *** |
| <input checked="" type="radio"/> No | PO Box 1028<br>Columbus, OH 43216  |

**Certificate of Amendment by  
Shareholders or Members  
(Domestic)  
Filing Fee \$50.00**

**(CHECK ONLY ONE (1) BOX)**

|   |  |   |  |
|---|--|---|--|
| <b>(1) Domestic for Profit</b><br><input type="checkbox"/> Amended (122-AMAP) | <input checked="" type="checkbox"/> Amendment (125-AMDS) | <b>(2) Domestic Non-Profit</b><br><input type="checkbox"/> Amended (126-AMAN) | <input type="checkbox"/> Amendment (128-AMD) |
|---|--|---|--|

**Complete the general information in this section for the box checked above.**

Name of Corporation EFFICIENT CONSUMER RESPONSE MANAGEMENT COMPANY

Charter Number 853242

Name of Officer WILLIAM P. GIBBONS

Title SECRETARY

Please check if additional provisions attached.

The above named Ohio corporation, does hereby certify that:

A meeting of the  shareholders  directors (*non-profit amended articles only*)

members was duly called and held on \_\_\_\_\_ (Date)

at which meeting a quorum was present in person or by proxy, based upon the quorum present, an affirmative vote was cast which entitled them to exercise \_\_\_\_\_ % as the voting power of the corporation.

In a writing signed by all of the  shareholders  directors (*non-profit amended articles only*)

members who would be entitled to the notice of a meeting or such other proportion not less than a majority as the articles of regulations or bylaws permit.

**Clause applies if amended box is checked.**

Resolved, that the following amended articles of incorporations be and the same are hereby adopted to supercede and take the place of the existing articles of incorporation and all amendments thereto.

All of the following information must be completed if an amended box is checked.  
If an amendment box is checked, complete the areas that apply.

FIRST: The name of the corporation is: EFFICIENT COLLABORATIVE RETAIL MARKETING COMPANY

SECOND: The place in the State of Ohio where its principal office is located is in the City of:

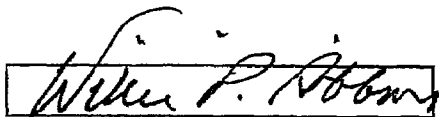
\_\_\_\_\_  
(city, village or township) (county)

THIRD: The purposes of the corporation are as follows:

[Empty rectangular box for purposes of the corporation]

FOURTH: The number of shares which the corporation is authorized to have outstanding is: \_\_\_\_\_  
(Does not apply to box (2))

**REQUIRED**  
Must be authenticated  
(signed) by an authorized  
representative  
(See Instructions)



Authorized Representative  
WILLIAM P. GIBBONS, Secretary  
(Print Name)

May 21, 2004  
Date

\_\_\_\_\_  
Authorized Representative  
(Print Name)

\_\_\_\_\_  
Date





| DATE:      | DOCUMENT ID  | DESCRIPTION                          | FILING | EXPED | PENALTY | CERT | COPY |
|------------|--------------|--------------------------------------|--------|-------|---------|------|------|
| 06/07/2004 | 200415902130 | DOMESTIC/AMENDMENT TO ARTICLES (AMD) | 50.00  | .00   | .00     | .00  | .00  |

**Receipt**

This is not a bill. Please do not remit payment.

WILLIAM P. GIBBONS  
1525 LEADER BLDG.  
CLEVELAND, OH 44114

# STATE OF OHIO CERTIFICATE

Ohio Secretary of State, J. Kenneth Blackwell

853242

It is hereby certified that the Secretary of State of Ohio has custody of the business records for

**EFFICIENT COLLABORATIVE RETAIL MARKETING COMPANY**

and, that said business records show the filing and recording of:

Document(s)

**DOMESTIC/AMENDMENT TO ARTICLES**

Document No(s):

**200415902130**



United States of America  
State of Ohio  
Office of the Secretary of State

Witness my hand and the seal of  
the Secretary of State at Columbus,  
Ohio this 7th day of June, A.D.  
2004.

*J. Kenneth Blackwell*  
Ohio Secretary of State



Prescribed by **J. Kenneth Blackwell**

Ohio Secretary of State  
Central Ohio: (614) 466-3910  
Toll Free: 1-877-SOS-FILE (1-877-767-3453)

www.state.oh.us/sos  
e-mail: busserv@sos.state.oh.us

|   |  |
|---|--|
| <b>Expedite this Form:</b> (Select One) |  |
| <input type="radio"/> Yes               | PO Box 1390<br>Columbus, OH 43216<br>*** Requires an additional fee of \$100 *** |
| <input checked="" type="radio"/> No     | PO Box 1028<br>Columbus, OH 43216  |

**Certificate of Amendment by Shareholders or Members**  
(Domestic)  
Filing Fee \$50.00

**(CHECK ONLY ONE (1) BOX)**

|  |   |  |   |
|--|---|--|---|
| <b>(1) Domestic for Profit</b>                 |   | <b>(2) Domestic Non-Profit</b>                 |   |
| <input type="checkbox"/> Amended<br>(122-AMAP) | <input checked="" type="checkbox"/> Amendment<br>(125-AMDS) | <input type="checkbox"/> Amended<br>(126-AMAN) | <input type="checkbox"/> Amendment<br>(128-AMD) |

**Complete the general information in this section for the box checked above.**

Name of Corporation EFFICIENT CONSUMER RESPONSE MANAGEMENT COMPANY

Charter Number 853242

Name of Officer WILLIAM P. GIBBONS

Title SECRETARY

Please check if additional provisions attached.

The above named Ohio corporation, does hereby certify that:

A meeting of the  shareholders  directors (*non-profit amended articles only*)

members was duly called and held on \_\_\_\_\_ (Date)

at which meeting a quorum was present in person or by proxy, based upon the quorum present, an affirmative vote was cast which entitled them to exercise \_\_\_\_\_ % as the voting power of the corporation.

In a writing signed by all of the  shareholders  directors (*non-profit amended articles only*)

members who would be entitled to the notice of a meeting or such other proportion not less than a majority as the articles of regulations or bylaws permit.

**Clause applies if amended box is checked.**

Resolved, that the following amended articles of Incorporations be and the same are hereby adopted to supercede and take the place of the existing articles of incorporation and all amendments thereto.

All of the following information must be completed if an amended box is checked.  
If an amendment box is checked, complete the areas that apply.

FIRST: The name of the corporation is: EFFICIENT COLLABORATIVE RETAIL MARKETING COMPANY

SECOND: The place in the State of Ohio where its principal office is located is in the City of:

\_\_\_\_\_  
(city, village or township)

\_\_\_\_\_  
(county)

THIRD: The purposes of the corporation are as follows:

[Empty box for purposes of the corporation]

FOURTH: The number of shares which the corporation is authorized to have outstanding is: \_\_\_\_\_  
(Does not apply to box (2))

**REQUIRED**

Must be authenticated  
(signed) by an authorized  
representative  
(See Instructions)

*William P. Gibbons*

Authorized Representative

WILLIAM P. GIBBONS, Secretary  
(Print Name)

May 21, 2004  
Date

\_\_\_\_\_  
Authorized Representative

(Print Name)

\_\_\_\_\_  
Date