

09-11-2006

DEPARTMENT OF COMMERCE  
Patent and Trademark Office

8/31/06

RECORD  
TRA



103305067

To the Director of the U. S. Patent and Trademark Office. Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

Decima Research

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

Citizenship (see guidelines) California

Execution Date(s) July 22, 2002

Additional names of conveying parties attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: Wirthlin Worldwide, Inc.

Internal

Address: \_\_\_\_\_

Street Address: 1363 Beverly Road

City: McLean

State: VA

Country: \_\_\_\_\_ Zip: 22101

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other \_\_\_\_\_

Citizenship \_\_\_\_\_  
Citizenship \_\_\_\_\_  
Citizenship California  
Citizenship \_\_\_\_\_  
If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,385,572 and 2,383,397

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

ADVANCED STRATEGY LAB  
ASL

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Neal L. Slifkin

Internal Address: Harris Beach PLLC

Street Address: 99 Garnsey Road

City: Pittsford

State: NY Zip: 14534

Phone Number: (585) 419-8636

Fax Number: (585) 419-8812

Email Address: \_\_\_\_\_

6. Total number of applications and registrations involved:

2

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 65.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 08-0865

Authorized User Name \_\_\_\_\_

9. Signature:

Neal Slifkin

Signature

Neal L. Slifkin

Name of Person Signing

8/30/06

Date

Total number of pages including cover sheet, attachments, and document:

4

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

09/08/2006 DBYRNE 00000003 2385572

01 FC:8521  
02 FC:8522

40.00 OP  
25.00 OP



08-31-2006

U.S. Patent & TMOs/TM Mail Rpt Dt. #34

TRADEMARK

REEL: 003392 FRAME: 0663

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AMENDED AND RESTATED  
ARTICLES OF INCORPORATION  
OF

DECIMA RESEARCH  
a California corporation

**FILED**<sup>W</sup>  
In the Office of the Secretary of State  
of the State of California

AUG 16 2002

*Bill Jones*  
BILL JONES, Secretary of State

The undersigned, Richard B. Wirthlin and Joel A. White, each hereby certify that:

ONE: Richard B. Wirthlin is the duly elected and acting Chairman of the Board of Directors of Decima Research, a California corporation, and Joel A. White is the duly elected and acting Chief Financial Officer, Chief Operating Officer and Secretary of Decima Research.

TWO: The Articles of Incorporation of Decima Research are hereby amended and restated in their entirety to read as follows:

**ARTICLE I**

The name of the corporation is Wirthlin Worldwide, Inc. (hereafter, the "Corporation").

**ARTICLE II**

The purpose of the Corporation is to engage in any lawful act or activity for which a corporation may be organized under the General Corporation Law of California other than the banking business, the trust company business or the practice of a profession permitted to be incorporated by the California Corporations Code.

**ARTICLE III**

The Corporation is authorized to issue one (1) class of stock to be designated "Common Stock." The total number of shares of Common Stock that the Corporation shall be authorized to issue is two million (2,000,000) shares. The par value of each share of Common Stock shall be one dollar (\$1.00).

**ARTICLE IV**

The Corporation hereby elects to be governed by all of the provisions of the "new law" (as defined by Section 2300 of the California Corporations Code) not otherwise applicable to it under Chapter 23 of the California Corporations Code.

\* \* \*

**THREE:** The foregoing amended and restated articles of incorporation have been duly approved by the Board of Directors of the Corporation.

**FOUR:** The foregoing amended and restated articles of incorporation have been duly approved by the required vote of the shareholders of the Corporation in accordance with Sections 902 and 903 of the California Corporations Code. The Corporation has 383,379 shares of Common Stock outstanding and entitled to vote with respect to the approval of the amended and restated articles of incorporation herein set forth. The number of shares of Common Stock voting in favor of the amended and restated articles of incorporation equaled or exceeded the vote required. The percentage vote required was more than fifty percent (50%) of the outstanding Common Stock.

*[Remainder of Page Intentionally Left Blank; Signature Page Follows]*

The undersigned, Richard B. Wirthlin, Chairman of the Board of Directors of Decima Research, declares under penalty of perjury under the laws of the State of California that the matters set forth in the foregoing certificate are true of his own knowledge.

Executed at South Jordan, Utah on July 22, 2002.



Richard B. Wirthlin  
Chairman of the Board

The undersigned, Joel A. White, Chief Financial Officer, Chief Operating Officer and Secretary of Decima Research, declares under penalty of perjury under the laws of the State of California that the matters set forth in the foregoing certificate are true of his own knowledge.

Executed at Reston, Virginia on July 22, 2002.



Joel A. White  
Chief Financial Officer, Chief Operating Officer  
and Secretary

