

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	CHANGE OF NAME
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Brand Services, Inc.		02/06/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Brand Services, LLC
Street Address:	Corporation Trust Center
Internal Address:	1209 Orange Street
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	1815144	BRAND
Registration Number:	2707666	BRANDBLOC
Registration Number:	2801042	BRANDGRAB
Registration Number:	2668926	BRANDNET
Registration Number:	2663054	BRANDNOW
Registration Number:	2663042	BRANDPLAN
Registration Number:	2599004	BRANDWEB
Registration Number:	2800144	BRANDEZ

CORRESPONDENCE DATA

Fax Number: (212)455-2502
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (212) 455-7609
 Email: ksolomon@stblaw.com
 Correspondent Name: Kirstie Howard, Esq.

OP \$215.00 1815144

Address Line 1: Simpson Thacher & Bartlett LLP
Address Line 2: 425 Lexington Avenue
Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER: 011958/0072

NAME OF SUBMITTER: Kirstie Howard

Signature: /kh/

Date: 02/13/2007

Total Attachments: 3
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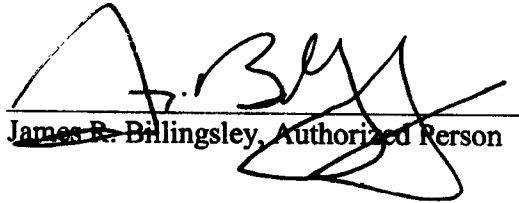
STATE of DELAWARE
LIMITED LIABILITY COMPANY
CERTIFICATE of FORMATION

FIRST: The name of the limited liability company is Brand Services, LLC (the "Company").

SECOND: The address of the Company's registered office in the State of Delaware is Corporation Trust Center, 1209 Orange Street, Wilmington, Delaware 19801 in the County of New Castle. The name of the Company's registered agent is The Corporation Trust Company.

THIRD: This Certificate of Formation shall be effective as of 11 a.m on February 6, 2007.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation of Brand Services, LLC this 6 day of February, 2007.


James R. Billingsley, Authorized Person

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A
LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY ACT

- 1.) The jurisdiction where the Corporation first formed is Delaware.
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware.
- 3.) The date the corporation first formed is 9/17/96.
- 4.) The name of the Corporation immediately prior to filing this Certificate is
Brand Services, Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of
Formation is Brand Services, LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the
6th day of February, A.D. 2007.

By: 
Authorized Person

Name: James R. Billingsley
Print or Type

SCHEDULE A

U.S. Trademarks

<u>Title</u>	<u>Registration Number</u>
BRAND	1,815,144
BRANDBLOC	2,707,666
BRANDGRAB	2,801,042
BRANDNET	2,668,926
BRANDNOW	2,663,054
BRANDPLAN	2,663,042
BRANDWEB	2,599,004
BRANDEZ	2,800,144