

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gold Standard Multimedia Inc.		09/14/2005	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Gold Standard, Inc.		
Street Address:	302 Knights Run Ave., Suite 800,		
City:	Tampa, FL 33602		
State/Country:	FLORIDA		
Postal Code:	33602		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3120454	ALCHEMY	
CORRESPONDENCE DATA			
Fax Number:	(302)884-8300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	trademarks@reilaw.com		
Correspondent Name:	Reed Elsevier Intellectual Property		
Address Line 1:	1105 North Market Street, Suite 501		
Address Line 4:	Wilmington, DELAWARE 19801		
NAME OF SUBMITTER:	RENEE SIMONTON		
Signature:	/renee simonton/		
Date:	02/16/2007		
Total Attachments: 2			
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source=Gold Standard name change#page2.tif			

CH \$40.00 3120454

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FILED
SECRETARY OF STATE
SEP 23 AM 10:51
TALLAHASSEE, FL 32310

ARTICLES OF AMENDMENT
OF THE
FOURTH AMENDED AND RESTATED
ARTICLES OF INCORPORATION
OF
GOLD STANDARD MULTIMEDIA INC.

Document No. P93000038329

Pursuant to the provisions of Section 607.1006, Florida Statutes, this Florida corporation adopts the following Articles of Amendment to its Articles of Incorporation:

1. The Amendment to the existing Articles of Incorporation being effected hereby is to delete Article I of the Articles of Incorporation and to substitute in its place the following:

ARTICLE I. NAME

The name of this company is Gold Standard, Inc. (the "Company" or the "Corporation").

2. This amendment to the Articles of Incorporation was approved by written consent of the stockholders through the following voting groups:

The number of votes cast for the amendment was sufficient for approval by all holders of all shares of stock of all classes in the Company.

The number of votes cast for the amendment was sufficient for approval by the holders of Series B-1 Preferred Stock and Series B-2 Preferred Stock in the Company.

3. These Articles of Amendment of the Articles of Incorporation shall be effective immediately upon filing by the Florida Department of State.

IN WITNESS WHEREOF, the Corporation has executed these Articles of Amendment of the Articles of Incorporation this 14th day of September, 2005.



Russell Thomas, President

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SEP. 23. 2005 3:46 PM

TRENAM, KEMKER

NO. 2876 P. 1

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Florida Department of State
Division of Corporations
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To:
Division of Corporations
Fax Number : (850)205-0380

From:
Account Name : TRENAM, KEMKER, SCHARR, BARKIN, FRYE, O'NEILL, & MULLIS, P.A.
Account Number : 076424003301
Phone : (813)223-7474
Fax Number : (813)229-6583

STM 04-4992

BASIC AMENDMENT

GOLD STANDARD MULTIMEDIA INC.

RECEIVED
05 SEP 23 AM 8:00
DIVISION OF CORPORATIONS

Certificate of Status	0
Certified Copy	1
Page Count	02
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TALLAHASSEE, FLORIDA

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09/23/2005

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p/k