

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		See "Nature of Correction" (Assignment)", attached.	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
H.C.T.V., Inc.		07/22/2005	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Plymouth Direct, Inc.		
Street Address:	425 Stump Road		
City:	Montgomeryville		
State/Country:	PENNSYLVANIA		
Postal Code:	18936		
Entity Type:	CORPORATION: PENNSYLVANIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3151404	URINE GONE	
CORRESPONDENCE DATA			
Fax Number:	(215)751-1142		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(215) 567-2010		
Email:	pnorris@crbcp.com		
Correspondent Name:	Caesar, Rivise, Bernstein, et al.		
Address Line 1:	1635 Market Street		
Address Line 2:	11th Floor - Seven Penn Center		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103-2212		
ATTORNEY DOCKET NUMBER:	H1101/30041		
NAME OF SUBMITTER:	Eric S. Marzluf		
Signature:	/E. S. Marzluf/		
Date:	02/19/2007		

CH \$40.00 3151404

Total Attachments: 5

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source=H110130041 Change of Name 07222005#page1.tif

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Re: Registration No. 3,151,404
Trademark URINE GONE
Registration Date: October 3, 2006
Owners: Plymouth Direct, Inc. and Direct Response, Inc.
Change of Name Document, originally recorded June 14, 2006
Reel/Frame: 003327/0350

NATURE OF CORRECTION

The Recordation Cover Sheet dated June 14, 2006 for the Change of Name previously recorded at Reel/Frame 003327/0350 needs to be corrected to change the names and entity types of the Conveying and Receiving Parties.

The Recordation Cover Sheet (June 14, 2006) incorrectly identifies the Conveying Party Data as follows:

Name: H.C.T.V. Entity Type: Inc. Association

The correct information should be:

Name: H.C.T.V., Inc. Entity Type: Corporation - Pennsylvania

The Recordation Cover Sheet (June 14, 2006) incorrectly identifies the Receiving Party Data as follows:

Name: Plymouth Direct Entity Type: Inc. Association

The correct information should be:

Name: Plymouth Direct, Inc. Entity Type: Corporation - Pennsylvania

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06/14/2006
900051098

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
H.C.T.V.		07/22/2005	INC. ASSOCIATION:

RECEIVING PARTY DATA

Name:	Plymouth Direct
Street Address:	425 Stump Road
City:	Montgomeryville
State/Country:	PENNSYLVANIA
Postal Code:	18936
Entity Type:	INC. ASSOCIATION:

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	76623747	URINE GONE

CORRESPONDENCE DATA

Fax Number: (215)751-1142
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (215) 567-2010
 Email: vlittle@crbcp.com
 Correspondent Name: Caesar, Rivise, et al.
 Address Line 1: 1635 Market Street
 Address Line 2: 11th Floor
 Address Line 4: Philadelphia, PENNSYLVANIA 19103

ATTORNEY DOCKET NUMBER:	H1101/30041
NAME OF SUBMITTER:	Martin L. Faigus
Signature:	/Martin L. Faigus/
Date:	06/14/2006

CH \$40.00 76623747

Total Attachments: 2

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**PENNSYLVANIA DEPARTMENT OF STATE
CORPORATION BUREAU**

**Articles of Amendment-Domestic Corporation
(15 Pa.C.S.)**

Entity Number
2777591

Business Corporation (§ 1915)
 Nonprofit Corporation (§ 2915)

Name: Jill Spakling, Paralegal Spector Gadon & Rosen, P.C.

Address: 1635 Market Street, 7th Floor

City: Philadelphia State: PA Zip Code: 19103

Document will be returned to the name and address you enter to the left.

Fee: \$70

Filed in the Department of State on JUL 22 2005

Verho C. Conte's

Secretary of the Commonwealth

In compliance with the requirements of the applicable provisions (relating to articles of amendment), the undersigned, desiring to amend its articles, hereby states that:

1. The name of the corporation is: H.C.T.V., Inc.

2. The (a) address of this corporation's current registered office in this Commonwealth or (b) name of its commercial registered office provider and the county of venue is (the Department is hereby authorized to correct the following information in conformance to the records of the Department):

(a) Number and Street	City	State	Zip	County
425 Stump Road	Monroemeryville	PA	18936	Monroemery

(b) Name of Commercial Registered Office Provider _____ County _____
o/o _____

3. The statute by or under which it was incorporated: PA Business Corporation Law of 1988, as amended

4. The date of its incorporation: September 29, 1997

1. Check one if appropriate box plus, one of the following:

The amendment shall be effective upon filing these Articles of Amendment in the Department of State.

The amendment shall be effective on: _____ at _____
Date Hour

DSCR:15-1913/1915-3

6. Check one of the following:

The amendment was adopted by the shareholders or members pursuant to 15 Pa. C.S. § 1914(b) or § 1914(e).

The amendment was adopted by the board of directors pursuant to 15 Pa. C.S. § 1914(c) or § 1914(d).

7. Check and if appropriate, complete one of the following:

The amendment adopted by the corporation, set forth in full, is as follows:

Article 1 of the Articles of Incorporation is amended to read in its entirety as follows:
 "The name of the corporation is Plymouth Direct, Inc."

The amendment adopted by the corporation is set forth in full in Exhibit A attached hereto and made a part hereof.

8. Check if the amendment revises the Articles:

The revised Articles of Incorporation supersede the original articles and all amendments thereto.

IN TESTIMONY WHEREOF, the undersigned corporation has caused these Articles of Amendment to be signed by a duly authorized officer hereof this

22nd day of July

2005

H.C.T.V., Inc.
 Name of Corporation

Gary Lassin
 Signature

Gary Lassin, President
 Title