

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME
EFFECTIVE DATE:	11/18/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Innovation Interactive LLC		11/18/2005	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Innovation Interactive Inc.
Street Address:	28 West 23rd Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10011
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2592217	RAWHIDE INTERNET SERVICES
Registration Number:	2753090	RAWHIDE SEARCH SOLUTIONS
Registration Number:	2576352	SEARCH BOSS
Registration Number:	2601247	SEARCH PARTNER ALLIANCE
Registration Number:	2649013	STRATEGYBOSS
Registration Number:	2504755	TRAFFIC BOSS
Registration Number:	2596752	TRAFFIC MART
Registration Number:	2627724	WEBYAH YOU ARE HERE

CORRESPONDENCE DATA

Fax Number: (212)684-3999
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-684-3900

OP \$215.00 2592217

Email: msavio@grr.com
Correspondent Name: Maria A. Savio, Esq.
Address Line 1: 270 Madison Avenue
Address Line 4: New York, NEW YORK 10016

ATTORNEY DOCKET NUMBER:

5347/28

NAME OF SUBMITTER:

Maria A. Savio

Signature:

/msavio/

Date:

02/28/2007

Total Attachments: 2

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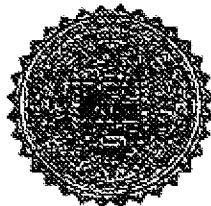
Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE LIMITED LIABILITY COMPANY UNDER THE NAME OF "INNOVATION INTERACTIVE LLC" TO A DELAWARE CORPORATION, CHANGING ITS NAME FROM "INNOVATION INTERACTIVE LLC" TO "INNOVATION INTERACTIVE INC.", FILED IN THIS OFFICE ON THE EIGHTEENTH DAY OF NOVEMBER, A.D. 2005, AT 7:08 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.



3523730 8100V

050944873

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 4309665

DATE: 11-21-05

TRADEMARK

REEL: 003490 FRAME: 0185

State of Delaware
Secretary of State
Division of Corporations
Delivered 07:07 PM 11/18/2005
FILED 07:08 PM 11/18/2005
SRV 850944873 - 3529730 FILE

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A LIMITED LIABILITY COMPANY
TO A CORPORATION PURSUANT TO SECTION 265 OF
THE DELAWARE GENERAL CORPORATION LAW

- FIRST: The jurisdiction where the Limited Liability Company first formed is Delaware.
- SECOND: The jurisdiction immediately prior to filing this Certificate is Delaware.
- THIRD: The date the Limited Liability Company first formed is May 9, 2002.
- FOURTH: The name of the Limited Liability Company immediately prior to filing this Certificate is INNOVATION INTERACTIVE LLC.
- FIFTH: THE name of the Corporation as set forth in the Certificate of Incorporation is INNOVATION INTERACTIVE INC.

IN WITNESS WHEREOF, the undersigned being duly authorized to sign on behalf of the converting Limited Liability Company has executed this Certificate on the 18 day of November, 2005.

By: 
NORIAKI OKUBO, Manager