

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Search Newco, Inc.		01/01/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Kanoodle.com, Inc.		
Street Address:	2390 North Forest Road		
Internal Address:	Suite 10		
City:	Getzville		
State/Country:	NEW YORK		
Postal Code:	14068		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	76616090	BRIGHTADS	
Registration Number:	2610179	KANOODLE.COM	
Registration Number:	3133471	KEYWORDTARGET	
Registration Number:	3074819	LOCALTARGET	
CORRESPONDENCE DATA			
Fax Number:	(716)849-0349		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	7168564000		
Email:	gsnyder@hodgsonruss.com		
Correspondent Name:	George L. Snyder, Jr.		
Address Line 1:	Hodgson Russ LLP		
Address Line 2:	One M&T Plaza, Suite 2000		
Address Line 4:	Buffalo, NEW YORK 14203-2391		
ATTORNEY DOCKET NUMBER:	034812.00059		

CH \$115.00 76616090

NAME OF SUBMITTER:	George L. Snyder, Jr.
Signature:	/george l snyder jr/
Date:	03/02/2007
Total Attachments: 3 source=ChangeofNametoKanoodle#page1.tif source=ChangeofNametoKanoodle#page2.tif source=ChangeofNametoKanoodle#page3.tif	

Delaware

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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "SEARCH NEWCO, INC.", CHANGING ITS NAME FROM "SEARCH NEWCO, INC." TO "KANOODLE.COM, INC.", FILED IN THIS OFFICE ON THE TWENTY-SECOND DAY OF FEBRUARY, A.D. 2007, AT 12:47 O'CLOCK P.M.

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

4200685 8100

070206667



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5453003

DATE: 02-22-07

TRADEMARK
REEL: 003492 FRAME: 0337

**CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF INCORPORATION
OF
SEARCH NEWCO, INC.**

Under Section 241 of the General
Corporation Law of the State of Delaware

Search Newco, Inc. (the "Corporation"), a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware, does hereby certify:

1. The Certificate of Incorporation of the Corporation shall be amended to change the name of the Corporation. To effect such amendment, Paragraph 1 of the Certificate of Incorporation is hereby amended to read in its entirety as follows:

"1. The name of the Corporation is Kanoodle.com, Inc."

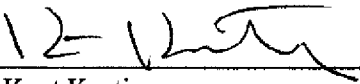
2. The Board of Directors of the Corporation duly adopted a resolution setting forth the amendment set forth above, and declaring its advisability. Such amendment has been duly adopted by the sole stockholder in accordance with Sections 228 and 242(b) of the General Corporation Law of the State of Delaware.

*State of Delaware
Secretary of State
Division of Corporations
Delivered 12:58 PM 02/22/2007
FILED 12:47 PM 02/22/2007
SRV 070206667 - 4200685 FILE*

**TRADEMARK
REEL: 003492 FRAME: 0338**

IN WITNESS WHEREOF, the undersigned hereby certifies that the facts herein
are true as of January 1, 2007.

SEARCH NEWCO, INC.

By: 
Name: Kent Keating
Title: Chairman