

**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
MPSI Systems Inc.		03/07/2007	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Market Planning Solutions Inc.
Street Address:	4343 South 118 East Avenue
City:	Tulsa
State/Country:	OKLAHOMA
Postal Code:	74146
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 16**

Property Type	Number	Word Mark
Registration Number:	2645693	LOCATIONXPERT
Registration Number:	2563690	
Registration Number:	2642004	PRICEIT PRO
Registration Number:	2647500	PRICE ZONES
Registration Number:	2676588	STREETBACK PRICING
Registration Number:	2413669	TRAFFICMETRIX
Registration Number:	2387217	DATAMETRIX
Registration Number:	2545793	PRICEIT
Registration Number:	2694369	RETAIL EXPLORER
Registration Number:	2036358	LOCATION VOLUME
Registration Number:	2036359	FACILITY/LOCATION VOLUME
Registration Number:	1663611	MPSI
Registration Number:	1662726	MPSI
Registration Number:	1296845	MPSI

OP \$415.00 2645693

Serial Number:	77010982	CAPITAL OPTIMIZATION SOLUTION
Serial Number:	77010962	SITEMETRIX

**CORRESPONDENCE DATA**

Fax Number: (918)594-0505  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: (918) 594-0428  
Email: jfincher@hallestill.com  
Correspondent Name: Joseph D. Fincher  
Address Line 1: 320 S. Boston Ave., Suite 400  
Address Line 4: Tulsa, OKLAHOMA 74103-3708

NAME OF SUBMITTER:	Joseph D. Fincher
Signature:	/Joseph D. Fincher/
Date:	04/19/2007

Total Attachments: 4  
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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 THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "MPSI SYSTEMS INC.", CHANGING ITS NAME FROM "MPSI SYSTEMS INC." TO "MARKET PLANNING SOLUTIONS, INC.", FILED IN THIS OFFICE ON THE EIGHTH DAY OF MARCH, A.D. 2007, AT 5:46 O'CLOCK P.M.

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

0865803 8100

070298240



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5493488

DATE: 03-09-07

TRADEMARK  
REEL: 003525 FRAME: 0902

**AMENDMENT TO THE  
AMENDED AND RESTATED CERTIFICATE OF INCORPORATION  
OF  
MPSI SYSTEMS INC.**

The undersigned Delaware corporation, for the purpose of amending its Certificate of Incorporation as originally filed on January 10, 1979, and amended and restated on December 5, 2005, hereby states as follows:

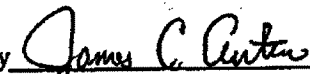
1. The name of the corporation is: MPSI Systems Inc.
2. The date of filing its original Certificate of Incorporation with the Secretary of State of Delaware was January 10, 1979. The name of the corporation on the date of filing its original Certificate of Incorporation was The MPSI Group Inc. Said Certificate of Incorporation was subsequently amended and restated and the Amended and Restated Certificate of Incorporation was filed with the Secretary of State of Delaware on December 5, 2005.
3. Article One of the Amended and Restated Certificate of Incorporation is hereby amended to read as follows:  
"FIRST: The name of the corporation is Market Planning Solutions, Inc."
4. All other provisions of the Amended and Restated Certificate of Incorporation of the corporation, not amended hereby shall remain in full force and effect.
5. This Amendment to the Amended and Restated Certificate of Incorporation was set forth in a resolution duly adopted by the Board of Directors, which declared the adoption of the Amendment to be advisable and which ordered that the Amendment be considered by the shareholders of the Corporation entitled to vote thereon.
6. Such Amendment was duly adopted in accordance with Sections 228 and 242 of the General Corporation Law of Delaware by the written consent of the holders of a majority of the issued and outstanding shares of voting stock of the corporation in lieu of a special meeting thereof, on February 26, 2007.

IN WITNESS WHEREOF, said MPSI Systems Inc. has caused this Amendment to its Amended and Restated Certificate of Incorporation of the corporation to be signed by its President and Secretary this 7<sup>th</sup> day of March, 2007.

MPSI SYSTEMS INC.

ATTEST:

By   
Linda K. Wells, Secretary

By   
James C. Auten, President

# Delaware

PAGE 1

*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 CORRECTION OF "MARKET PLANNING SOLUTIONS INC.", FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF MARCH, A.D. 2007, AT 1:45 O'CLOCK P.M.

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

0865803 8100

070371888



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5549001

DATE: 03-29-07

TRADEMARK  
REEL: 003525 FRAME: 0904

**STATE OF DELAWARE  
CERTIFICATE OF CORRECTION**

Market Planning Solutions, Inc., a  
corporation organized and existing under and by virtue of the General Corporation Law of  
the State of Delaware.

**DOES HEREBY CERTIFY:**

1. The name of the corporation is Market Planning Solutions, Inc.
2. That a Certificate of Amendment to the Amended and Restated Certificate of Incorporation  
(Title of Certificate Being Corrected)  
was filed by the Secretary of State of Delaware on March 8, 2007  
and that said Certificate requires correction as permitted by Section 103 of the  
General Corporation Law of the State of Delaware.
3. The inaccuracy or defect of said Certificate is: (must be specific)  
in the name of the corporation, there is a comma that is inserted between the word "Solutions"  
and "Inc." The comma was inserted in error.
4. Article First of the Certificate is corrected to read as follows:  
The name of the corporation is "Market Planning Solutions Inc."

IN WITNESS WHEREOF, said corporation has caused this Certificate of Correction  
this 27<sup>th</sup> day of March, A.D. 2007.

By: James C. Auten  
Authorized Officer  
Name: James C. Auten  
Print or Type  
Title: President