

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
Adventures in Advertising Corporation		06/15/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	AIA Corporation		
Street Address:	800 Winneconne Avenue		
City:	Neenah		
State/Country:	WISCONSIN		
Postal Code:	54957-0872		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2307532	ADVENTURES IN ADVERTISING	
Registration Number:	2819998	ADVENTURES IN ADVERTISING	
Registration Number:	3155133	PROMOKEY	
CORRESPONDENCE DATA			
Fax Number:	(414)978-8675		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414 277 5675		
Email:	msl@quarles.com		
Correspondent Name:	Marta S. Levine		
Address Line 1:	Quarles & Brady LLP		
Address Line 2:	411 East Wisconsin Avenue		
Address Line 4:	Milwaukee, WISCONSIN 53202		
NAME OF SUBMITTER:	Marta S. Levine		
Signature:	/MartaLevine/		

CH \$90.00 2307532

Date:

05/22/2007

Total Attachments: 3

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Delaware

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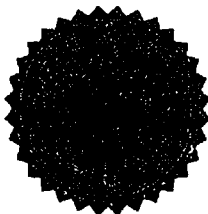
The First State

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 "ADVENTURES IN ADVERTISING CORPORATION", CHANGING ITS NAME FROM "ADVENTURES IN ADVERTISING CORPORATION" TO "AIA CORPORATION", FILED IN THIS OFFICE ON THE NINETEENTH DAY OF JUNE, A.D. 2006, AT 12:09 O'CLOCK P.M.

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

2926162 8100

060587004



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 4836389

DATE: 06-19-06

TRADEMARK
REEL: 003546 FRAME: 0553

**CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF INCORPORATION**

Adventures in Advertising Corporation, a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "*Corporation*")

DOES HEREBY CERTIFY:

FIRST: That the Board of Directors of the Corporation, by the unanimous written consent of its members, filed with the minutes of the Board of Directors, adopted a resolution proposing and declaring advisable the following amendment to the Certificate of Incorporation of the Corporation:

RESOLVED, that the Certificate of Incorporation of the Corporation be amended by changing Article First thereof so that, as amended, said Article shall be read as follows:

The name of the corporation (the "*Corporation*") is: AIA Corporation.

SECOND: That in lieu of a meeting and vote of stockholders, the stockholders of the Corporation have approved and adopted said amendment by written consent in accordance with the provisions of Section 228 of the General Corporation Law of the State of Delaware.

THIRD: That the aforesaid amendment was duly adopted in accordance with the applicable provisions of Sections 242 and 228 of the General Corporation Law of the State of Delaware.

[Signature is on the following page]

IN WITNESS WHEREOF, the Corporation has caused this certificate to be signed this
15th day of June, 2006.

ADVENTURES IN ADVERTISING
CORPORATION

By: /s/ David H. Woods
Name: David H. Woods
Title: President

Certificate of Amendment

CLI-1396458v1

RECORDED: 05/22/2007

TRADEMARK
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