

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
NRS Corporation		02/16/2007	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	Avid Ratings Company
Street Address:	918 Deming Way, Suite 200
City:	Madison
State/Country:	WISCONSIN
Postal Code:	53717
Entity Type:	COMPANY: WISCONSIN

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	78961632	AVID
Serial Number:	78966625	AVID SOLUTIONS
Serial Number:	78964073	AVIDAWARD
Serial Number:	78966637	AVIDRATING
Serial Number:	78964104	AVIDREPORT
Registration Number:	2769284	HOW SATISFACTION IS MEASURED
Registration Number:	2823492	NRS
Registration Number:	2850718	NRS
Registration Number:	2903533	SELLING FOR SATISFACTION

CORRESPONDENCE DATA

Fax Number: (608)258-4258
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (608)258-4272
 Email: ptomailmadison@foley.com

OP \$240.00 78961632

Correspondent Name: Mark A. Kassel
Address Line 1: Foley & Lardner LLP
Address Line 2: 150 East Gilman Street
Address Line 4: Madison, WISCONSIN 53703

ATTORNEY DOCKET NUMBER: 087765-0111, 0112..ETC.

NAME OF SUBMITTER: Mark A. Kassel

Signature: /s/ Mark A. Kassel

Date: 06/22/2007

Total Attachments: 3

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ARTICLES OF AMENDMENT – STOCK, FOR-PROFIT CORPORATION

A. The present corporate name (prior to any change effected by this amendment) is:

NRS Corporation

(Enter Corporate Name)

Text of Amendment (Refer to the existing articles of incorporation and the instructions on the reverse of this form. Determine those items to be changed and set forth the number identifying the paragraph in the articles of incorporation being changed and how the amended paragraph is to read.)

RESOLVED, THAT the articles of incorporation be amended as follows:

That the name of the corporation be changed to Avid Ratings Company effective immediately.

FILING FEE - \$40.00 See instructions, suggestions and procedures on following pages.

B. Amendment(s) adopted on 2/16/2007

(Indicate the method of adoption by checking (X) the appropriate choice below.)

- In accordance with sec. 180.1002, Wis. Stats. (By the Board of Directors)
OR
 In accordance with sec. 180.1003, Wis. Stats. (By the Board of Directors and Shareholders)
OR
 In accordance with sec. 180.1005, Wis. Stats. (By incorporators or Board of Directors, before issuance of shares)

C. Executed on 2/16/07
(Date)

Paul A. Cardis
(Signature)

Title: President Secretary
or other officer title _____

PAUL A. CARDIS
(Printed name)

This document was drafted by Attorney Heather L. Boudreau
(Name the individual who drafted the document)

INSTRUCTIONS (Ref. sec. 180.1006 Wis. Stats. for document content)

Submit one original and one exact copy to Dept. of Financial Institutions, P O Box 7846, Madison WI, 53707-7846, together with a **FILING FEE of \$40.00** payable to the department. Filing fee is **non-refundable**. (If sent by Express or Priority U.S. mail, address to 345 W. Washington Ave., 3rd Floor, Madison WI, 53703). The original must include an original manual signature, per sec. 180.0120(3)(c), Wis. Stats. **NOTICE:** This form may be used to accomplish a filing required or permitted by statute to be made with the department. Information requested may be used for secondary purposes. If you have any questions, please contact the Division of Corporate & Consumer Services at 608-261-7577. Hearing-impaired may call 608-266-8818 for TDY.

ARTICLES OF AMENDMENT – Stock, For-Profit Corporation

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Heather L. Boudreau
Murphy Desmond S.C.
PO Box 2038
Madison WI 53701-2038

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▲ Your return address and phone number during the day: (608) 268-5564

INSTRUCTIONS (Continued)

A. State the name of the corporation (before any change effected by this amendment) and the text of the amendment(s). The text should recite the resolution adopted (e.g., "Resolved, that Article 1 of the articles of incorporation be amended to read: (enter the amended article). If an amendment provides for an exchange, reclassification or cancellation of issued shares, state the provisions for implementing the amendment if not contained in the amendment itself.

B. Enter the date of adoption of the amendment(s). If there is more than one amendment, identify the date of adoption of each. Mark (X) one of the three choices to indicate the method of adoption of the amendment(s).

By Board of Directors – Refer to sec. 180.1002 for specific information on the character of amendments that may be adopted by the Board of Directors without shareholder action.

By Board of Directors and Shareholders – Amendments proposed by the Board of Directors and adopted by shareholder approval. Voting requirements differ with circumstances and provisions in the articles of incorporation. See sec. 180.1003, Wis. Stats., for specific information.

By Incorporators or Board of Directors – Before issuance of shares – See sec. 180.1005, Wis. Stats., for conditions attached to the adoption of an amendment approved by a vote or consent of less than 2/3rds of the shares subscribed for.

C. Enter the date of execution and the name and title of the person signing the document. The document must be signed by one of the following: An **officer** of the corporation (or incorporator if directors have not been elected), or a court-appointed receiver, trustee or fiduciary. A director is **not** empowered to sign.

If the document is executed in Wisconsin, sec. 182.01(3) provides that it shall not be filed unless the name of the person (individual) who drafted it is printed, typewritten or stamped thereon in a legible manner. If the document is not executed in Wisconsin, enter that remark.

FILING FEE - \$40.00.

DFI/CORP/41(R02/05/04)

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