

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
Jefferson-Pilot Communications Company of North Carolina		04/03/2006	CORPORATION:
RECEIVING PARTY DATA			
Name:	Lincoln Financial Media Company of North Carolina		
Street Address:	100 N. Greene Street		
City:	Greensboro		
State/Country:	NORTH CAROLINA		
Postal Code:	27401		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2254106	THE LINK	
Registration Number:	2867341	PERSONALITYAC	
Registration Number:	3053427	PERSONALITYAC	
CORRESPONDENCE DATA			
Fax Number:	(260)455-0062		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	260-455-3939		
Email:	angela.michelini@LFG.com		
Correspondent Name:	Angela S. Michelini		
Address Line 1:	1300 S. Clinton Street		
Address Line 2:	7C00		
Address Line 4:	Fort Wayne, INDIANA 46802		
ATTORNEY DOCKET NUMBER:	06-00-5781/5779/5780		
NAME OF SUBMITTER:	Angela S. Michelini		

CH \$90.00 2254106

Signature:

/Angela S. Michelini/

Date:

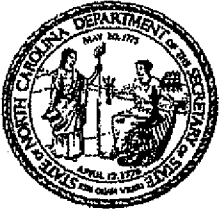
07/06/2007

Total Attachments: 3

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NORTH CAROLINA

Department of The Secretary of State

To all whom these presents shall come, Greetings:

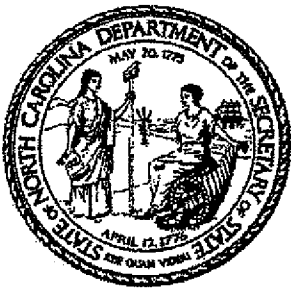
I, **ELAINE F. MARSHALL**, Secretary of State of the State of North Carolina, do hereby certify the following and hereto attached to be a true copy of

ARTICLES OF AMENDMENT

OF

JEFFERSON-PILOT COMMUNICATIONS COMPANY OF NORTH CAROLINA WHICH CHANGED ITS NAME TO LINCOLN FINANCIAL MEDIA COMPANY OF NORTH CAROLINA

the original of which was filed in this office on the 3rd day of April, 2006.



IN WITNESS WHEREOF, I have hereunto
set my hand and affixed my official seal at the
City of Raleigh, this 3rd day of April, 2006

Elaine F. Marshall
Secretary of State

Document Id: C20060930055
6

TRADEMARK
REEL: 003576 FRAME: 0135

SOSID: 0626385
Date Filed: 4/3/2006 2:13:00 PM
Elaine F. Marshall
North Carolina Secretary of State
C200609300556

State of North Carolina
Department of the Secretary of State

ARTICLES OF AMENDMENT
BUSINESS CORPORATION

Pursuant to §55-10-06 of the General Statutes of North Carolina, the undersigned corporation hereby submits the following Articles of Amendment for the purpose of amending its Articles of Incorporation.

- 1. The name of the corporation is: Jefferson-Pilot Communications Company of North Carolina
- 2. The text of each amendment adopted is as follows (State below or attach):

The name of the corporation shall be changed from Jefferson-Pilot Communications Company of North Carolina to Lincoln Financial Media Company of North Carolina.

- 3. If an amendment provides for an exchange, reclassification, or cancellation of issued shares, provisions for implementing the amendment, if not contained in the amendment itself, are as follows:
N/A
- _____
- _____
- _____

- 4. The date of adoption of each amendment was as follows:
April 3, 2006

- 5. (Check either a, b, c, or d, whichever is applicable)
 - a. The amendment(s) was (were) duly adopted by the incorporators prior to the issuance of shares.
 - b. The amendment(s) was (were) duly adopted by the board of directors prior to the issuance of shares.
 - c. The amendment(s) was (were) duly adopted by the board of directors without shareholder action as shareholder action was not required because (set forth a brief explanation of why shareholder action was not required.)
- _____
- _____

d. The amendment(s) was (were) approved by shareholder action, and such shareholder approval was obtained as required by Chapter 55 of the North Carolina General Statutes.

ARTICLES OF AMENDMENT
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6. These articles will be effective upon filing, unless a delayed time and date is specified:
N/A
-
-

This the 3rd day of April, 2006.

Jefferson-Pilot Communications Company of North Carolina
Name of Corporation


Signature

Leon E. Porter, Senior Vice President & Secretary
Type or Print Name and Title

NOTES:

1. Filing fee is \$50. This document must be filed with the Secretary of State.

CORPORATIONS DIVISION
(Revised January 2002)

P. O. BOX 29622

RALEIGH, NC 27626-0622
(Form B-02)