

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BMG DIRECT, INC.		03/07/2007	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	BMG COLUMBIA HOUSE, INC.		
Street Address:	1560 Broadway		
Internal Address:	24th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	CORPORATION: PENNSYLVANIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2543790	MYPLAY	
CORRESPONDENCE DATA			
Fax Number:	(404)881-7777		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-881-7000		
Email:	andrea.bounds@alston.com		
Correspondent Name:	Laura Kees		
Address Line 1:	1201 West Peachtree Street		
Address Line 4:	Atlanta, GEORGIA 30309-3424		
ATTORNEY DOCKET NUMBER:	104037/223608		
NAME OF SUBMITTER:	Laura Kees		
Signature:	/Laura Kees/		
Date:	10/01/2007		

OP \$40.00 2543790

Total Attachments: 3

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2005061-490

PENNSYLVANIA DEPARTMENT OF STATE
CORPORATION BUREAU

Articles of Amendment-Domestic Corporation
(15 Pa C S)

Entity Number

2634057

Business Corporation (§ 1915)
 Nonprofit Corporation (§ 5915)

Name

Corporation Service Company

Document will be returned to the name and address you enter to the left.

Fee: \$70

Filed in the Department of State on

Recho A. Cantas

Secretary of the Commonwealth

In compliance with the requirements of the applicable provisions (relating to articles of amendment), the undersigned, desiring to amend its articles, hereby states that:

1 The name of the corporation is:

BMG DIRECT, INC.

2 The (a) address of this corporation's current registered office in this Commonwealth or (b) name of its commercial registered office provider and the county of venue is (the Department is hereby authorized to correct the following information to conform to the records of the Department):

(a) Number and Street City State Zip County

(b) Name of Commercial Registered Office Provider County
c/o Corporation Service Company Dauphin

3 The statute by or under which it was incorporated: BUSINESS CORPORATION LAW OF 1933

4 The date of its incorporation: APRIL 25, 1995

5 Check, and if appropriate complete, one of the following:

The amendment shall be effective upon filing these Articles of Amendment in the Department of State

The amendment shall be effective on JULY 1, 2005 at 12:01AM
Date Hour

6 Check one of the following:

The amendment was adopted by the shareholders or members pursuant to 15 Pa C S § 1914(a) and (b) or § 5914(a)

The amendment was adopted by the board of directors pursuant to 15 Pa C S § 1914(c) or § 5914(b)

7 Check, and if appropriate, complete one of the following

The amendment adopted by the corporation, set forth in full, is as follows

THE NAME OF THE CORPORATION IS "BMG COLUMBIA HOUSE, INC "

The amendment adopted by the corporation is set forth in full in Exhibit A attached hereto and made a part hereof

8 Check if the amendment restates the Articles

The restated Articles of Incorporation supersede the original articles and all amendments thereto

IN TESTIMONY WHEREOF, the undersigned corporation has caused these Articles of Amendment to be signed by a duly authorized officer thereof this

15 day of JUNE

2005

BMG DIRECT, INC.

Name of Corporation

Jaqueline Vlasov

Signature

ASSISTANT SECRETARY

Title

COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF STATE

March 07, 2007

TO ALL WHOM THESE PRESENTS SHALL COME, GREETING:

BMG COLUMBIA HOUSE, INC.

I, Pedro A. Cortés, Secretary of the Commonwealth of Pennsylvania do hereby certify that the foregoing and annexed is a true and correct photocopy of Articles of Amendment

which appear of record in this department



IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Seal of the Secretary's Office to be affixed, the day and year above written.

Pedro A. Cortés

Secretary of the Commonwealth

pgibbs