

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
BMG COLUMBIA HOUSE, INC.		05/22/2007	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
Name:	DIRECT GROUP NORTH AMERICA, INC.		
Street Address:	250 West 34th Street		
Internal Address:	1 Penn Plaza 5th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10119		
Entity Type:	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	2543790	MYPLAY	
<b>CORRESPONDENCE DATA</b>			
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: 2  
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source=My Play 5#page2.tif

# 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 "BMG COLUMBIA HOUSE, INC.", CHANGING ITS NAME FROM "BMG COLUMBIA HOUSE, INC." TO "DIRECT GROUP NORTH AMERICA, INC."; FILED IN THIS OFFICE ON THE TWENTY-SECOND DAY OF MAY, A.D. 2007, AT 3:10 O'CLOCK P.M.

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

4065485 8100

070601115



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5696966

DATE: 05-22-07

TRADEMARK  
REEL: 003631 FRAME: 0353

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 03:19 PM 05/22/2007  
FILED 03:10 PM 05/22/2007  
SRV 070601115 - 4065485 FILE

**STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT  
OF CERTIFICATE OF INCORPORATION**

The corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware does hereby certify:

**FIRST:** That at a meeting of the Board of Directors of \_\_\_\_\_  
BMG COLUMBIA HOUSE, INC.

resolutions were duly adopted setting forth a proposed amendment of the Certificate of Incorporation of said corporation, declaring said amendment to be advisable and calling a meeting of the stockholders of said corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:

**RESOLVED**, that the Certificate of Incorporation of this corporation be amended by changing the Article thereof numbered " FIRST " so that, as amended, said Article shall be and read as follows:

"The name of the corporation is DIRECT GROUP NORTH AMERICA, INC."  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**SECOND:** That thereafter, pursuant to resolution of its Board of Directors, a special meeting of the stockholders of said corporation was duly called and held upon notice in accordance with Section 222 of the General Corporation Law of the State of Delaware at which meeting the necessary number of shares as required by statute were voted in favor of the amendment.

**THIRD:** That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

**FOURTH:** That the capital of said corporation shall not be reduced under or by reason of said amendment.

**IN WITNESS WHEREOF**, said corporation has caused this certificate to be signed this 22nd day of May, 2007.

By:   
\_\_\_\_\_  
Authorized Officer

Title: Assistant Secretary

Name: Beth Agre

\_\_\_\_\_  
Print or Type