# 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
Poore Brothers, Inc.		05/24/2006	CORPORATION:

## **RECEIVING PARTY DATA**

Name:	The Inventure Group, Inc.
Street Address:	5050 N. 40th Street
Internal Address:	Suite 300
City:	Phoenix
State/Country:	ARIZONA
Postal Code:	85018
Entity Type:	CORPORATION:

## PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2117466	POORE BROTHERS

## **CORRESPONDENCE DATA**

Fax Number: (602)229-5690

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 602-229-5228

Email: noehler@quarles.com, hbuchta@quarles.com

Correspondent Name: Heather L. Buchta

Address Line 1: Two North Central Avenue
Address Line 2: One Renaissance Square

Address Line 4: Phoenix, ARIZONA 85004-2391

133006.00046
Heather L. Buchta
/Heather L. Buchta/

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Date:	12/03/2007
Total Attachments: 1 source=133006 - Poore Bros The Inventu	re Group#page1.tif

TRADEMARK REEL: 003670 FRAME: 0945

Exhibit 3.4

### CERTIFICATE OF AMENDMENT

#### TO THE

#### CERTIFICATE OF INCORPORATION

**OF** 

### POORE BROTHERS, INC.

Poore Brothers, Inc. (the "<u>Corporation</u>"), a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware, does hereby certify as follows:

FIRST: The name of the Corporation is Poore Brothers, Inc., which is the name under which the Corporation filed its original Certificate of Incorporation with the Delaware Secretary of State on February 23, 1995.

SECOND: The Certificate of Incorporation of the Corporation was amended on March 3, 1995, and further amended on October 7, 1999.

THIRD: The Board of Directors of the Corporation has duly and unanimously adopted the following resolution setting forth a proposed amendment to the Certificate of Incorporation of the Corporation, as amended, pursuant to Section 242 of the Delaware General Corporation Law:

RESOLVED, that the Company's Certificate of Incorporation should be amended to change the Company's name to "The Inventure Group, Inc." as follows (the "Amendment"):

"FIRST: The name of the Corporation shall be: The Inventure Group, Inc. (the "Corporation")."

FOURTH: That at a meeting of the stockholders of the Company held on May 23, 2006, the holders of a majority of the issued and outstanding shares of the Common Stock of the Corporation approved the amendment to the Certificate of Incorporation, as amended, set forth in this Certificate of Amendment.

FIFTH: That this Amendment to the Certificate of Incorporation, as amended, has been duly adopted with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, this instrument has been executed for, on behalf of, and in the name of the Corporation, by the officer hereunto duly authorized as of the 24th day of May, 2006.

POORE BROTHERS, INC., a Delaware corporation

By:	/s/ Eric J. Kufel
	Eric J. Kufel, Chief Executive Officer

http://www.sec.gov/Archives/edgar/data/944508/000110465906037827/a06-17840EMARK<sub>1/29/2007</sub>
RECORDED: 12/03/2007
REEL: 003670 FRAME: 0946