

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
Zeal Insurance Services, Inc.		01/11/2008	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	South Coast Auto Insurance Marketing, Inc.		
Street Address:	6722 Orangethorpe Avenue		
City:	Buena Park		
State/Country:	CALIFORNIA		
Postal Code:	90620		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3098153		
Registration Number:	2175005	SOUTH COAST INSURANCE	
Registration Number:	2375639	PERSONAL SERVICE INSURANCE	
Registration Number:	2257086	SCI	
CORRESPONDENCE DATA			
Fax Number:	(212)883-8883		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-883-1700		
Email:	jastephenson@dslp.com		
Correspondent Name:	Duval & Stachenfeld LLP		
Address Line 1:	300 E. 42nd Street, Third Floor		
Address Line 2:	attn: J. Andrew Stephenson		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	8829.0001		
NAME OF SUBMITTER:	J. Andrew Stephenson		

OP \$115.00 3098153

Signature:

/J.A. Stephenson/

Date:

02/07/2008

Total Attachments: 2

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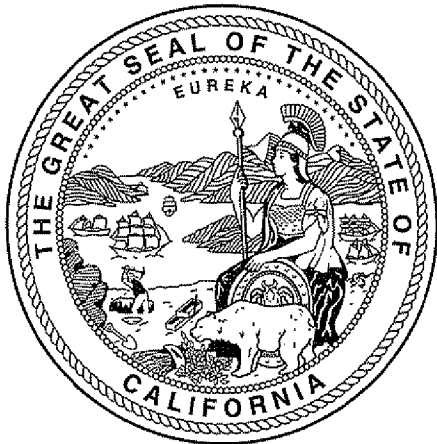
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State of California
Secretary of State

I, DEBRA BOWEN, Secretary of State of the State of California, hereby certify:

That the attached transcript of 1 page(s) has been compared with the record on file in this office, of which it purports to be a copy, and that it is full, true and correct.



IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of

JAN 11 2008

DEBRA BOWEN
Secretary of State

CERTIFICATE OF AMENDMENT
OF
ARTICLES OF INCORPORATION
OF
ZEAL INSURANCE SERVICES, INC.

ENDORSED - FILED
In the office of the Secretary of State
of the State of California

JAN 11 2008


The undersigned, Robert S. Rutledge, hereby certifies that:

1. He is the Vice President and the Secretary of Zeal Insurance Services, Inc., a California corporation (the "Corporation").
2. Article FIRST of the Articles of Incorporation of the Corporation is hereby amended to read as follows:

"The name of the corporation (hereinafter called the corporation) is South Coast Auto Insurance Marketing, Inc."
3. The foregoing amendment of the Articles of Incorporation has been duly approved by the Board of Directors.
4. The foregoing amendment of the Articles of Incorporation has been duly approved by the required vote of shareholders in accordance with Section 902, California Corporations Code. The total number of outstanding shares of the Corporation is 1,000. The number of shares voting in favor of the amendment equaled or exceeded the vote required. The percentage vote required was more than 50%.

I further declare under penalty of perjury under the laws of the State of California that the matters set forth in this certificate are true and correct and of my own knowledge.

Date: January 11, 2008.



Robert S. Rutledge,
Vice President and Secretary

