

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
Harte-Hanks Communications, Inc.		05/05/1998	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Harte-Hanks, Inc.		
Street Address:	200 Concord Plaza Drive		
Internal Address:	Suite 800		
City:	San Antonio		
State/Country:	TEXAS		
Postal Code:	78216		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1485239	SUPER SAVERS	
CORRESPONDENCE DATA			
Fax Number:	(617)742-2355		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-742-4200		
Email:	trademark@riw.com		
Correspondent Name:	Stacey C. Friends, Esquire		
Address Line 1:	100 North Washington Street		
Address Line 2:	6th floor		
Address Line 4:	Boston, MASSACHUSETTS 02114-2128		
ATTORNEY DOCKET NUMBER:	9880-9 (8321-93)		
NAME OF SUBMITTER:	Stacey C. Friends		
Signature:	/stacey friends/		

CH \$40.00 1485239

Date:

03/11/2008

Total Attachments: 3

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Delaware

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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 "HARTE-HANKS COMMUNICATIONS, INC.", CHANGING ITS NAME FROM "HARTE-HANKS COMMUNICATIONS, INC." TO "HARTE-HANKS, INC.", FILED IN THIS OFFICE ON THE FIFTH DAY OF MAY, A.D. 1998, AT 4 O'CLOCK P.M.

0762402 8100

071018396



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6000901

DATE: 09-14-07

TRADEMARK
REEL: 003735 FRAME: 0931

**CERTIFICATE OF AMENDMENT OF
CERTIFICATE OF INCORPORATION OF**

HARTE-HANKS COMMUNICATIONS, INC.

Harte-Hanks Communications, Inc., a corporation organized and existing under the Delaware General Corporation Law (the "Corporation"),

DOES HEREBY CERTIFY:

FIRST: that the Board of Directors of the Corporation, at a meeting of the Board of Directors held on January 28, 1998, duly adopted resolutions setting forth proposed amendments to the Certificate of Incorporation of said corporation, declaring said amendments to be advisable, and directing that said amendments be submitted to the stockholders of said corporation for approval at the Annual Meeting of Stockholders. The resolution setting forth the proposed amendments is as follows:

RESOLVED, that the Board of Directors of the Corporation hereby adopts, approves and recommends a proposal to amend the Certificate of Incorporation of the Corporation to amend ARTICLE I thereto, as follows:

"ARTICLE I

The name of the corporation is Harte-Hanks, Inc."

RESOLVED FURTHER, that the Board of Directors of the Corporation hereby adopts, approves and recommends a proposal to amend the Certificate of Incorporation of the Corporation to amend the first sentence of ARTICLE FOURTH as follows:

"Fourth: The aggregate number of shares of capital stock that the Corporation shall have the authority to issue is two hundred fifty-one million (251,000,000), of which two hundred fifty million (250,000,000) shares shall be common stock of the Corporation, par value \$1.00 per share and one million (1,000,000) shares shall be Preferred Stock, par value \$1.00 per share".

SECOND: that thereafter, the stockholders of said corporation, which hold the necessary number of shares as required by statute, duly adopted and approved said amendments at the Annual Meeting of the Stockholders on Tuesday, May 5, 1998.

THIRD: that said amendments were duly adopted in accordance with the provisions of Section 242 of the Delaware General Corporation Law.

IN WITNESS WHEREOF, this Certificate of Amendment is signed by Donald R. Crews, Senior Vice President, Legal and Secretary of the Corporation, as of May 5, 1998, and the undersigned acknowledges that the above statements are true.

/s/ Donald R. Crews
Donald R. Crews
Senior Vice President, Legal and Secretary