

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	CHANGE OF NAME
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Lozano Enterprises		04/13/2004	LIMITED PARTNERSHIP: CALIFORNIA

RECEIVING PARTY DATA

Name:	La Opinion, L.P.
Composed Of:	COMPOSED OF La Opinion, Inc.
Street Address:	411 W. Fifth St., 12th Floor
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90013
Entity Type:	LIMITED PARTNERSHIP: CALIFORNIA

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	2669753	LA VIBRA
Registration Number:	2672721	GOLAZO
Registration Number:	2669752	LAOPINIONDIGITAL
Registration Number:	2669751	LA OPINION DIRECT
Registration Number:	2596862	SERVICENTRO
Registration Number:	1686365	LA OPINION

CORRESPONDENCE DATA

Fax Number: (312)460-7000
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312-460-5000
 Email: jsutherland@seyfarth.com
 Correspondent Name: Julia K. Sutherland
 Address Line 1: 131 South Dearborn St., Suite 2400
 Address Line 4: Chicago, ILLINOIS 60603-5577

TRADEMARK

CH \$165.00 2669753

ATTORNEY DOCKET NUMBER:	55502-000011
NAME OF SUBMITTER:	Julia K. Sutherland
Signature:	/Julia K. Sutherland/
Date:	06/03/2008
Total Attachments: 1 source=Lozano Enterprises#page1.tif	



State of California
Kevin Shelley
Secretary of State

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

APR 13 2004

KEVIN SHELLEY
Secretary of State

AMENDMENT TO CERTIFICATE OF LIMITED PARTNERSHIP

A \$30.00 filing fee must accompany this form.

IMPORTANT - Read instructions before completing this form

This Space For Filing Use Only

1. SECRETARY OF STATE FILE NUMBER 198636400027		2. NAME OF LIMITED PARTNERSHIP Lozano Enterprises, a California limited partnership	
3. COMPLETE ONLY THE BOXES WHERE INFORMATION IS BEING CHANGED. ADDITIONAL PAGES MAY BE ATTACHED, IF NECESSARY:			
A. LIMITED PARTNERSHIP NAME (END THE NAME WITH THE WORDS "LIMITED PARTNERSHIP" OR THE ABBREVIATION "L.P.") La Opinion, L.P.			
B. THE STREET ADDRESS OF PRINCIPAL EXECUTIVE OFFICE		CITY AND STATE	ZIP CODE
C. THE STREET ADDRESS IN CALIFORNIA WHERE RECORDS ARE KEPT		CITY	STATE CA ZIP CODE
D. THE ADDRESS OF THE (GENERAL PARTNER(S))	NAME	ADDRESS	CITY AND STATE ZIP CODE
E. NAME CHANGE OF GENERAL PARTNER(S)		FROM:	TO:
F. GENERAL PARTNER(S) CESSATION			
G. NAME OF GENERAL PARTNER(S) ADDED	ADDRESS	CITY AND STATE	ZIP CODE
H. THE PERSON(S) AUTHORIZED TO WIND UP THE AFFAIRS OF THE LIMITED PARTNERSHIP		NAME	ADDRESS CITY AND STATE ZIP CODE
I. THE NAME OF THE AGENT FOR SERVICE OF PROCESS CT Corporation System			
J. ADDRESS OF AGENT FOR SERVICE OF PROCESS IN CALIFORNIA, IF AN INDIVIDUAL		CITY	STATE CA ZIP CODE
K. NUMBER OF GENERAL PARTNERS' SIGNATURES REQUIRED FOR FILING CERTIFICATES OF AMENDMENT, RESTATEMENT, MERGER, DISSOLUTION, CONTINUATION AND CANCELLATION:			
L. OTHER MATTERS (ATTACH ADDITIONAL PAGES, IF NECESSARY):			

4. I DECLARE THAT I AM THE PERSON WHO EXECUTED THIS INSTRUMENT, WHICH EXECUTION IS MY ACT AND DEED.

[Signature]
 SIGNATURE OF AUTHORIZED PERSON

General Partner
 POSITION OR TITLE OF AUTHORIZED PERSON

Lozano Communications, Inc.
 By: Steven Greenberg, Secretary
 TYPE OR PRINT NAME OF AUTHORIZED PERSON

March 31, 2004
 DATE

SIGNATURE OF AUTHORIZED PERSON

POSITION OR TITLE OF AUTHORIZED PERSON

TYPE OR PRINT NAME OF AUTHORIZED PERSON

DATE



LP-2 (REV 12/2003)

CC1:656130

APPROVED BY SECRETARY OF STATE

CA069 - 12/19/2003 C.T. System Online