

07-18-2008

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings



U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

103514594

1631.109

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

30-11-16

1. Name of conveying party(ies): BLUECO BRAND CORPORATION. Includes checkboxes for Individual(s), Association, General Partnership, Limited Partnership, Corporation-State - WI, and Other.

2. Name and address of receiving party(ies): Name: KING RESEARCH, INC. Internal Address: Street Address: 2730 West Silver Spring Drive City: Milwaukee, State: WI ZIP: 53209. Includes checkboxes for citizenship and partnership types.

3. Nature of conveyance: Includes checkboxes for Assignment, Merger, Security Agreement, Change of Name, and Other. Execution Date: September 26, 2007.

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 76/674,875. B. Trademark Registration No.(s). Includes checkboxes for additional numbers attached.

6. Total number of applications and registration involved: 1. 7. Total fee (37 CFR 3.41) \$40.00. Includes checkboxes for Enclosed and Authorized to be charged to deposit account.

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Peter C. Stomma. Internal Address: Boyle, Fredrickson, S.C. Street Address: 840 North Plankinton Avenue. City: Milwaukee State WI Zip: 53203.

8. Deposit account number: 50-1170. (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Includes signature of Peter C. Stomma, date 7/9/08, and tracking information.

Mail documents to be recorded with required cover sheet information to: Assistant Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451



07-14-2008



2007 OCT 11 AM 9:02

### ARTICLES OF AMENDMENT – STOCK, FOR-PROFIT CORPORATION

A. The present corporate name (prior to any change effected by this amendment) is:

BlueCo Brands Corporation

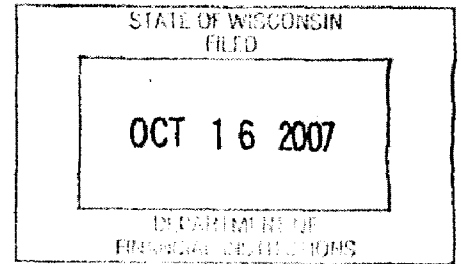
(Enter Corporate Name)

*Text of Amendment (Refer to the existing articles of incorporation and the instructions on the reverse of this form. Determine those items to be changed and set forth the number identifying the paragraph in the articles of incorporation being changed and how the amended paragraph is to read.)*

RESOLVED, THAT the articles of incorporation be amended as follows:

Article I - Name

The name of the Corporation is King Research, Inc.



**FILING FEE - \$40.00** See instructions, suggestions and procedures on following pages.

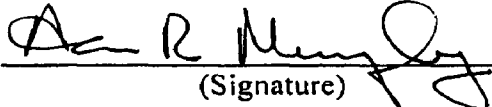
B. Amendment(s) adopted on September 26, 2007

(Indicate the method of adoption by checking (X) the appropriate choice below.)

- In accordance with sec. 180.1002, Wis. Stats. (By the Board of Directors)  
OR  
 In accordance with sec. 180.1003, Wis. Stats. (By the Board of Directors and Shareholders)  
OR  
 In accordance with sec. 180.1005, Wis. Stats. (By Incorporators or Board of Directors, before issuance of shares)

C. Executed on September 26, 2007  
(Date)

Title:  President  Secretary  
or other officer title \_\_\_\_\_

  
(Signature)

Alan R. Murphy

(Printed name)

This document was drafted by Jon S. Herreman  
(Name the individual who drafted the document)

**INSTRUCTIONS** (Ref. sec. 180.1006 Wis. Stats. for document content)

Submit one original and one exact copy to Dept. of Financial Institutions, P O Box 7846, Madison WI, 53707-7846, together with a **FILING FEE** of \$40.00 payable to the department. Filing fee is **non-refundable**. (If sent by Express or Priority U.S. mail, address to 345 W. Washington Ave., 3<sup>rd</sup> Floor, Madison WI, 53703). The original must include an original manual signature, per sec. 180.0120(3)(c), Wis. Stats. **NOTICE:** This form may be used to accomplish a filing required or permitted by statute to be made with the department. Information requested may be used for secondary purposes. If you have any questions, please contact the Division of Corporate & Consumer Services at 608-261-7577. Hearing-impaired may call 608-266-8818 for TDY.

ARTICLES OF AMENDMENT – Stock, For-Profit Corporation

┌  
Jon S. Herreman  
Mallery & Zimmerman, S.C.  
731 North Jackson Street, Suite 900  
Milwaukee, Wisconsin 53202

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▲ Your return address and phone number during the day: ( 414 ) 727-6262

INSTRUCTIONS (Continued)

A. State the name of the corporation (before any change effected by this amendment) and the text of the amendment(s). The text should recite the resolution adopted (e.g., "Resolved, that Article 1 of the articles of incorporation be amended to read: . . . . . (enter the amended article). If an amendment provides for an exchange, reclassification or cancellation of issued shares, state the provisions for implementing the amendment if not contained in the amendment itself.

B. Enter the date of adoption of the amendment(s). If there is more than one amendment, identify the date of adoption of each. Mark (X) one of the three choices to indicate the method of adoption of the amendment(s).

By Board of Directors – Refer to sec. 180.1002 for specific information on the character of amendments that may be adopted by the Board of Directors without shareholder action.

By Board of Directors and Shareholders – Amendments proposed by the Board of Directors and adopted by shareholder approval. Voting requirements differ with circumstances and provisions in the articles of incorporation. See sec. 180.1003, Wis. Stats., for specific information.

By Incorporators or Board of Directors – Before issuance of shares – See sec. 180.1005, Wis. Stats., for conditions attached to the adoption of an amendment approved by a vote or consent of less than 2/3rds of the shares subscribed for.

C. Enter the date of execution and the name and title of the person signing the document. The document must be signed by one of the following: An officer of the corporation (or incorporator if directors have not been elected), or a court-appointed receiver, trustee or fiduciary. A director is **not** empowered to sign.

If the document is executed in Wisconsin, sec. 182.01(3) provides that it shall not be filed unless the name of the person (individual) who drafted it is printed, typewritten or stamped thereon in a legible manner. If the document is not executed in Wisconsin, enter that remark.

**FILING FEE - \$40.00.**

DFI/CORP/4I(R02/05/04)

3 of 3