

**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
HOYT PUBLISHING COMPANY		06/13/2008	CORPORATION: ILLINOIS

RECEIVING PARTY DATA	
Name:	IN-STORE MARKETING INSTITUTE, INC.
Street Address:	7400 Skokie Blvd.
City:	Skokie
State/Country:	ILLINOIS
Postal Code:	60077
Entity Type:	CORPORATION: ILLINOIS

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Registration Number:	3241308	TOTAL RETAIL EXPERIENCE
Registration Number:	3116501	TREX
Registration Number:	2828724	IN-STORE MARKETING INSTITUTE
Registration Number:	2786401	THE P-O-P SHOW
Serial Number:	77467238	IN-STORE MARKETING EXPO
Serial Number:	77439696	SHOPPER MARKETING
Serial Number:	77376651	IN-STORE MARKETING EXPO
Registration Number:	3338359	FIND IT!
Registration Number:	2734266	P-O-P DESIGN
Registration Number:	2490393	P-O-P HALL OF FAME
Registration Number:	2610824	HOME DECOR BUYER
Registration Number:	2610821	HOME DECOR BUYER
Registration Number:	2560963	E*INFO
Registration Number:	1947029	P-O-P & SIGN DESIGN

OP \$440.00 3241308

Registration Number:	1869123	P-O-P HALL OF FAME
Registration Number:	1828632	DESIGN OF THE TIMES
Registration Number:	1582491	P-O-P TIMES

**CORRESPONDENCE DATA**

Fax Number: (312)372-6685  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: (312) 263-3001  
Email: njb@howehutton.com  
Correspondent Name: Nathan J. Breen c/o Howe & Hutton, Ltd.  
Address Line 1: 20 N. Wacker Dr., Suite 4200  
Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER:	Nathan J. Breen
Signature:	/Nathan J. Breen/
Date:	08/06/2008

Total Attachments: 4  
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source=Hoyt\_Pub\_Name\_Change\_06\_13\_081#page4.tif  
source=Hoyt\_Pub\_Name\_Change\_06\_13\_081#page5.tif

Secretary of State  
Department of Business Services  
Springfield, IL 62756  
217-782-1882  
www.cyberdriveillinois.com

Remit payment in the form of a  
check or money order payable  
to Secretary of State.


**FILED**

**JUN 13 2008**

**JESSE WHITE**  
**SECRETARY OF STATE**

File # 56008705

Filing Fee: \$50

Approved: 

----- Submit in duplicate ----- Type or Print clearly in black ink ----- Do not write above this line -----

1. Corporate Name (See Note 1 on page 4.): HOYT PUBLISHING COMPANY

2. Manner of Adoption of Amendment:

The following amendment to the Articles of Incorporation was adopted on JUNE 12 2008  
in the manner indicated below: Month & Day Year

Mark an "X" in one box only.

- By a majority of the incorporators, provided no directors were named in the Articles of Incorporation and no directors have been elected. (See Note 2 on page 4.)
- By a majority of the board of directors, in accordance with Section 10.10, the Corporation having issued no shares as of the time of adoption of this amendment. (See Note 2 on page 4.)
- By a majority of the board of directors, in accordance with Section 10.15, shares having been issued but shareholder action not being required for the adoption of the amendment. (See Note 3 on page 4.)
- By the shareholders, in accordance with Section 10.20, a resolution of the board of directors having been duly adopted and submitted to the shareholders. At a meeting of shareholders, not less than the minimum number of votes required by statute and by the Articles of Incorporation were voted in favor of the amendment. (See Note 4 on page 4.)
- By the shareholders, in accordance with Sections 10.20 and 7.10, a resolution of the board of directors having been duly adopted and submitted to the shareholders. A consent in writing has been signed by shareholders having not less than the minimum number of votes required by statute and by the Articles of Incorporation. Shareholders who have not consented in writing have been given notice in accordance with Section 7.10. (See Notes 4 and 5 on page 4.)
- By the shareholders, in accordance with Section 10.20, a resolution of the board of directors having been duly adopted and submitted to the shareholders. A consent in writing has been signed by all the shareholders entitled to vote on this amendment. (See Note 5 on page 4.)

3. Text of Amendment:

a. When amendment effects a name change, insert the New Corporate Name below. Use page 2 for all other amendments.

Article 1: Name of the Corporation: IN-STORE MARKETING INSTITUTE, INC.  
New Name

(All changes other than name include on page 2.)

**Text of Amendment**

b. If amendment affects the corporate purpose, the amended purpose is required to be set forth in its entirety.  
For more space, attach additional sheets of this size.

Attached hereto is Article 8 (Other Provisions) to the Articles of Incorporation

4. The manner, if not set forth in Article 3b, in which any exchange, reclassification or cancellation of issued shares, or a reduction of the number of authorized shares of any class below the number of issued shares of that class, provided for or effected by this amendment, is as follows (if not applicable, insert "No change"):

NO CHANGE

5. a. The manner, if not set forth in Article 3b, in which said amendment effects a change in the amount of paid-in capital is as follows (if not applicable, insert "No change"):  
(Paid-in capital replaces the terms Stated Capital and Paid-in Surplus and is equal to the total of these accounts.)

NO CHANGE

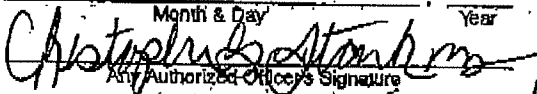
b. The amount of paid-in capital as changed by this amendment is as follows (if not applicable, insert "No change"):  
(Paid-in Capital replaces the terms Stated Capital and Paid-in Surplus and is equal to the total of these accounts.)  
(See Note 6 on page 4.)

	Before Amendment	After Amendment
Paid-in Capital:	\$ <u>NO CHANGE</u>	\$ <u>NO CHANGE</u>

Complete either Item 6 or Item 7 below. All signatures must be in BLACK INK.

6. The undersigned Corporation has caused this statement to be signed by a duly authorized officer who affirms, under penalties of perjury, that the facts stated herein are true and correct.

Dated JUNE 12 2008 HOYT PUBLISHING COMPANY  
Month & Day Year Exact Name of Corporation

  
Any Authorized Officer's Signature  
CHRISTOPHER G. STARK Secretary  
Name and Title (type or print)

7. If amendment is authorized pursuant to Section 10.10 by the incorporators, the incorporators must sign below, and type or print name and title.

OR

If amendment is authorized by the directors pursuant to Section 10.10 and there are no officers, a majority of the directors, or such directors as may be designated by the board, must sign below, and type or print name and title.

The undersigned affirms, under penalties of perjury, that the facts stated herein are true and correct.

Dated \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_  
Month & Day Year

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Article 8 to the Articles of Incorporation of  
HOYT PUBLISHING COMPANY

No director of the corporation shall be personally liable to the corporation or its shareholders, for monetary damages for breach of his fiduciary duty as a director; provided, that nothing herein shall be construed to eliminate or limit the liability of a director (a) for any breach of the director's duty of loyalty to the corporation or its shareholders, (b) for acts or omissions not in good faith or involving intentional misconduct or a knowing violation of Law, (c) under Section 8.65 of the Illinois Business Corporation Act, as amended, or (d) for any transaction from which the director derived an improper personal benefit. If the Illinois Business Corporation Act is amended after the date hereof to authorize corporate action further eliminating or limiting the personal liability of directors, then the liability of a director of the corporation shall be eliminated or limited to the fullest extent permitted by the Illinois Business Corporation Act, as amended.