

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
Mars Advertising Company, Inc.		03/07/2007	CORPORATION: MICHIGAN

RECEIVING PARTY DATA	
Name:	Mars Advertising, Inc.
Street Address:	25200 Telegraph Road
Internal Address:	5th Floor
City:	Southfield
State/Country:	MICHIGAN
Postal Code:	48033
Entity Type:	CORPORATION: MICHIGAN

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Serial Number:	78709941	G3
Serial Number:	77511459	MARS
Serial Number:	77045686	CATCH THE COOL WAVE
Serial Number:	77066455	21ST CENTURY BRAND BUILDERS
Serial Number:	77281179	COLD CARD CASH
Serial Number:	77433472	SHOPPER AS HERO
Serial Number:	77433483	SHOPPER'S JOURNEY
Serial Number:	77435704	STEP BEYOND GOLD
Serial Number:	77409491	STEP BEYOND
Registration Number:	2008113	MARS
Registration Number:	3130179	EVERYDAY LIVING
Registration Number:	2799388	FRESH ATTITUDES
Registration Number:	3101741	CELEBRATIONS OF YOUR LIFE

CH \$440.00 78709941

Registration Number:	3212455	AGENCY 24.7
Registration Number:	3277302	WARM UP TO FROZEN
Registration Number:	3441395	TAP INTO FROZEN
Registration Number:	3445826	DINNER AND A MOVIE

CORRESPONDENCE DATA

Fax Number: (248)649-3338

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2486493333

Email: smith@youngbasile.com

Correspondent Name: Molly B. Markley, Young Basile

Address Line 1: 3001 W. Big Beaver Road

Address Line 2: Suite 624

Address Line 4: Troy, MICHIGAN 48084-3107

ATTORNEY DOCKET NUMBER:	MAT-209
NAME OF SUBMITTER:	Molly B. Markley
Signature:	/Molly B. Markley/
Date:	08/27/2008

Total Attachments: 3

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Michigan Department of Labor & Economic Growth

Filing Endorsement

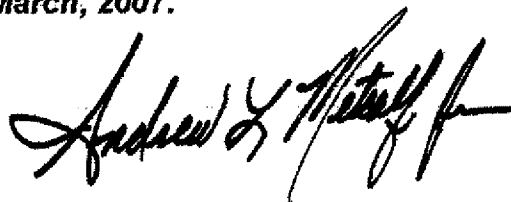
***This is to Certify that the CERTIFICATE OF AMENDMENT - CORPORATION
for
MARS ADVERTISING, INC.***

ID NUMBER: 147129

***received by facsimile transmission on March 7, 2007 is hereby endorsed
Filed on March 7, 2007 by the Administrator.***

***The document is effective on the date filed, unless a
subsequent effective date within 90 days after
received date is stated in the document.***

***In testimony whereof, I have hereunto set my
hand and affixed the Seal of the Department,
in the City of Lansing, this 8TH day
of March, 2007.***



, Director

Bureau of Commercial Services

BCS/CD-515 (Rev. 12/05)

MICHIGAN DEPARTMENT OF LABOR & ECONOMIC GROWTH BUREAU OF COMMERCIAL SERVICES		
Date Received	(FOR BUREAU USE ONLY)	
	This document is effective on the date filed, unless a subsequent effective date within 90 days after received date is stated in the document.	
Name	Mark Jacobs	
Address	25200 Telegraph Rd., 5th Floor	
City	State	ZIP Code
Southfield	MI	48033
		EFFECTIVE DATE:
<p>Document will be returned to the name and address you enter above. If left blank document will be mailed to the registered office.</p>		

CERTIFICATE OF AMENDMENT TO THE ARTICLES OF INCORPORATION

For use by Domestic Profit and Nonprofit Corporations
(Please read information and instructions on the last page)

Pursuant to the provisions of Act 284, Public Acts of 1972, (profit corporations), or Act 162, Public Acts of 1982 (nonprofit corporations), the undersigned corporation executes the following Certificate:

1. The present name of the corporation is:	MARS Advertising Company, Inc.
2. The identification number assigned by the Bureau is:	147129
3. Article _____ of the Articles of Incorporation is hereby amended to read as follows:	
The name of the Corporation is: MARS Advertising, Inc.	

03/07/2007 2:30PM

TRADEMARK
REEL: 003843 FRAME: 0515

BCS/CD-515 (Rev. 12/05)

COMPLETE ONLY ONE OF THE FOLLOWING:

4. (For amendments adopted by unanimous consent of incorporators before the first meeting of the board of directors or trustees.)

The foregoing amendment to the Articles of Incorporation was duly adopted on the _____ day of _____, _____ in accordance with the provisions of the Act by the unanimous consent of the incorporator(s) before the first meeting of the Board of Directors or Trustees.

Signed this/ _____ day of _____, _____

(Signature) _____
(Type or Print Name) _____
(Signature) _____
(Type or Print Name) _____

(Signature) _____
(Type or Print Name) _____
(Signature) _____
(Type or Print Name) _____

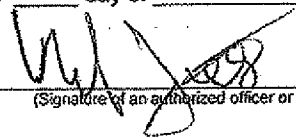
5. (For profit and nonprofit corporations whose Articles state the corporation is organized on a stock or on a membership basis.)

The foregoing amendment to the Articles of Incorporation was duly adopted on the 7th day of December, 2006, by the shareholders if a profit corporation, or by the shareholders or members if a nonprofit corporation (check one of the following)

- at a meeting the necessary votes were cast in favor of the amendment.
- by written consent of the shareholders or members having not less than the minimum number of votes required by statute in accordance with Section 407(1) and (2) of the Act if a nonprofit corporation, or Section 407(1) of the Act if a profit corporation. Written notice to shareholders or members who have not consented in writing has been given. (Note: Written consent by less than all of the shareholders or members is permitted only if such provision appears in the Articles of Incorporation.)
- by written consent of all the shareholders or members entitled to vote in accordance with section 407(3) of the Act if a nonprofit corporation, or Section 407(2) of the Act if a profit corporation.
- by consents given by electronic transmission in accordance with Section 407(3) if a profit corporation.
- by the board of a profit corporation pursuant to section 611(2).

Profit Corporations and Professional Service Corporations

Signed this 7th day of December, 2006

By 
(Signature of an authorized officer or agent)

Mark Jacobs
(Type or Print Name)

Nonprofit Corporations

Signed this _____ day of _____, _____

By _____
(Signature President, Vice-President, Chairperson or Vice-Chairperson)

(Type or Print Name)