

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: 1			
Property Type	Number	Word Mark	
Serial Number:	77511474	WHERE THE SHOPPER IS THE HERO	
CORRESPONDENCE DATA			
Fax Number:	(248)649-3338		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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-207-SM		
NAME OF SUBMITTER:	Molly B. Markley		
Signature:	/Molly B. Markley/		

CH \$40.00 77511474

Date:

10/06/2008

Total Attachments: 3

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Michigan Department of Labor & Economic Growth

Filing Endorsement

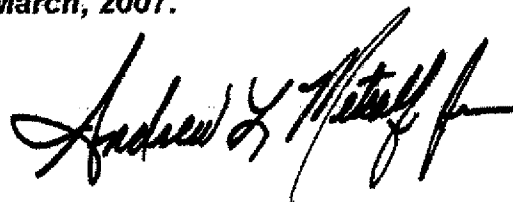
**This is to Certify that the CERTIFICATE OF AMENDMENT - CORPORATION
for
MARS ADVERTISING, INC.**

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:

Document will be returned to the name and address you enter above.
If left blank document will be mailed to the registered office.

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 <u>1</u> 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: 003865 FRAME: 0552

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 _____

Four signature lines with labels: (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)

- Four checkboxes with text describing adoption methods: at a meeting, by written consent of shareholders, by written consent of all shareholders, by electronic transmission, by the board.

Profit Corporations and Professional Service Corporations
Signed this 7th day of December, 2006
By [Signature]
Mark Jacobs
(Type or Print Name)

Nonprofit Corporations
Signed this _____ day of _____
By _____
(Type or Print Name)