

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	10/01/2008

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Spectra Marketing Systems, Inc.		10/01/2008	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Claritas Inc.
Street Address:	5375 Mira Sorrento Place
Internal Address:	Suite 400
City:	San Diego
State/Country:	CALIFORNIA
Postal Code:	92121
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 12**

Property Type	Number	Word Mark
Serial Number:	76278958	TRADEDIMENSIONS
Serial Number:	76286865	TDLINX
Serial Number:	76286866	TDLINX
Serial Number:	76502682	RETAIL TENANT DIRECTORY
Serial Number:	76069140	TRADE DIMENSIONS
Serial Number:	75226292	DEMOGRAPHICS USA
Serial Number:	76534012	DIRECTORY OF CONVENIENCE STORES
Serial Number:	76534022	MARKET SCOPE
Serial Number:	76534011	RETAIL TENANT DIRECTORY
Serial Number:	78295268	HIGH-VOLUME RETAILERS
Serial Number:	78295270	HIGH-VOLUME RETAILERS THE ALTERNATE CHANNEL SOURCEBOOK

OP \$315.00 76278958

Serial Number:

78279459

DEMOGRAPHICS USA

**CORRESPONDENCE DATA**

Fax Number: (312)474-0448

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

Phone: 312-474-6300

Email: docket@marshallip.com

Correspondent Name: Michael R. Graham

Address Line 1: 233 South Wacker Drive

Address Line 2: Suite 6300

Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:

30255/G1000

NAME OF SUBMITTER:

Michael R. Graham

Signature:

/Michael R. Graham/

Date:

11/26/2008

**Total Attachments: 4**

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# Delaware

PAGE 1

*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF OWNERSHIP, WHICH MERGES:

"SPECTRA MARKETING SYSTEMS, INC.", A DELAWARE CORPORATION, WITH AND INTO "CLARITAS INC." UNDER THE NAME OF "CLARITAS INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE FIRST DAY OF OCTOBER, A.D. 2008, AT 12:16 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.

2036399 8100M

081002111

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6889266

DATE: 10-02-08

TRADEMARK  
REEL: 003893 FRAME: 0610

CERTIFICATE OF OWNERSHIP AND MERGER  
MERCING  
SPECTRA MARKETING SYSTEMS, INC., (a Delaware corporation)  
INTO  
CLARITAS INC., (a Delaware corporation)

Claritas Inc., a corporation organized and existing under the laws of the State of Delaware (the "Corporation" or "Claritas Inc."), DOES HEREBY CERTIFY:

FIRST: That the Corporation was incorporated on the 29<sup>th</sup> day of May, 1984 under the name Geo, Inc., pursuant to the Delaware General Corporation Law, and a Certificate of Amendment was filed on the 4<sup>th</sup> day of October, 1993 to change the name to Claritas Inc.

SECOND: That the Corporation owns all of the outstanding shares of the stock of Spectra Marketing Systems, Inc. ("SMS"), a corporation incorporated on the 14<sup>th</sup> day of April, 1988 under the name Concentrics, Inc., pursuant to the General Corporation Law of the State of Delaware, and a Certificate of Amendment was filed on the 12<sup>th</sup> day of May, 1988 to change the name to Spectra Marketing Systems, Inc.

THIRD: That the Corporation, by the following resolutions of its sole director, duly adopted on October 1, 2008 by the written consent of its sole director filed with the minutes of the Corporation, determined to merge into itself SMS (the "Merger"):

RESOLVED: That the Corporation, the owner of all of the outstanding shares of SMS, shall merge SMS into the Corporation pursuant to Section 253 of the General Corporation Law of the State of Delaware; and be it further

RESOLVED: That the sole director of the Corporation hereby authorizes and directs the Corporation to effect the Merger, to occur on October 1, 2008, and hereby recommends approval of the Merger by the sole stockholder; and be it further

RESOLVED: That the sole stockholder of the Corporation hereby approves the Merger; and be it further

RESOLVED: That upon completion of the Merger, Claritas Inc. shall be the "surviving corporation" of the Merger and the surviving corporation's name shall remain Claritas Inc.; and be it further

RESOLVED: That the Certificate of Incorporation of Claritas Inc. immediately prior to the Merger shall be the Certificate of Incorporation of

Claritas Inc. as the surviving corporation after the Merger without any change or amendment thereto; and be it further

RESOLVED: That the Bylaws of Claritas Inc. immediately prior to the Merger shall be the Bylaws of Claritas Inc. as the surviving corporation after the Merger without any change or amendment thereto; and be it further

RESOLVED: That each person serving as an officer and/or director of Claritas Inc. immediately preceding the effective date of the Merger shall continue to serve in his or her respective capacity as an officer and/or director of Claritas Inc. as the surviving corporation until his or her successor is chosen and qualified; and be it further

RESOLVED: That each share of capital stock of Claritas Inc. which shall be issued and outstanding as of the effective date of the Merger shall remain issued and outstanding; and be it further

RESOLVED: That all of the issued and outstanding shares of capital stock of SMS shall automatically be canceled and extinguished upon the Merger becoming effective; and be it further

RESOLVED: That upon the effectiveness of the Merger, the Corporation shall succeed to all of the assets, rights, privileges, powers and franchises, including without limitation, the Intellectual Property, and be subject to all of the liabilities, restrictions, disabilities and duties, of SMS; and be it further

RESOLVED: That a Certificate of Ownership and Merger shall be filed with the Secretary of State of the State of Delaware pursuant to Section 253 of the General Corporation Law of the State of Delaware; and be it further


RESOLVED: That the officers of the Corporation are each individually authorized, empowered and directed to execute such documents and take such corporate action as is necessary or desirable to effect the Merger and the foregoing resolutions as the proper officers deem appropriate, the execution of an officer to be conclusive evidence of such proper officer's approval thereof.

FOURTH: This Certificate of Ownership and Merger shall be effective upon filing with the Secretary of State of the State of Delaware.

*[Remainder of page intentionally left blank]*

IN WITNESS WHEREOF, Claritas Inc. has caused this Certificate to be signed  
by Harris A. Black, its Vice President, this 1<sup>st</sup> day of October, 2008.

CLARITAS INC.

By: 

Name: Harris A. Black

Title: Vice President, Assistant Secretary