

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Intermedia Advertising Group, Inc.		07/20/2004	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	IAG Research, Inc.		
<b>Street Address:</b>	60 Spring Street		
<b>Internal Address:</b>	Suite 904		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10012		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2888099	REWARDTV	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)474-0448		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312-474-6300		
<b>Email:</b>	docket@marshallip.com		
<b>Correspondent Name:</b>	Michael R. Graham		
<b>Address Line 1:</b>	233 South Wacker Drive		
<b>Address Line 2:</b>	Suite 6300		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>ATTORNEY DOCKET NUMBER:</b>	31497/60000		
<b>NAME OF SUBMITTER:</b>	Michael R. Graham		
<b>Signature:</b>	/Michael R. Graham/		

OP \$40.00 2888099

Date:

12/10/2008

**Total Attachments: 2**

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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 AMENDMENT OF "INTERMEDIA ADVERTISING GROUP, INC.", CHANGING ITS NAME FROM "INTERMEDIA ADVERTISING GROUP, INC." TO "IAG RESEARCH, INC.", FILED IN THIS OFFICE ON THE NINETEENTH DAY OF AUGUST, A.D. 2004, AT 6:49 O'CLOCK P.M.

3099933 8100

080981413

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: 6870999

DATE: 09-24-08

TRADEMARK  
REEL: 003901 FRAME: 0072

**CERTIFICATE OF AMENDMENT  
OF  
RESTATED CERTIFICATE OF INCORPORATION**

Intermedia Advertising Group, Inc., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "Corporation"),

**DOES HEREBY CERTIFY:**

**FIRST:** That the Board of Directors of the Corporation, adopted a resolution by the unanimous written consent of its directors, filed with the minutes of the Board proposing and declaring advisable the following amendment to the Seventh Amended and Restated Certificate of Incorporation of said Corporation:

**RESOLVED,** that the Seventh Amended and Restated Certificate of Incorporation of Intermedia Advertising Group, Inc. be amended by changing the Article I thereof so that, as amended, said Article shall be and read as follows:

**"ARTICLE I:** The name of this Corporation is IAG Research, Inc."

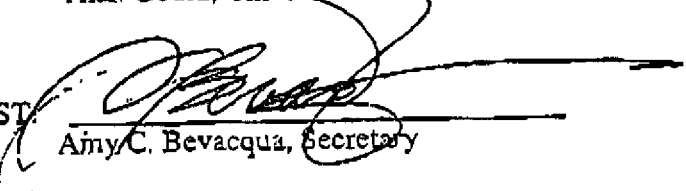
**SECOND:** That in lieu of a meeting and vote of stockholders, the majority of the stockholders has given its written consent to said amendment in accordance with the provisions of Section 228 of the General Corporation Law of the State of Delaware.

**THIRD:** That the aforesaid amendment was duly adopted in accordance with the applicable provisions of Sections 242 and 228 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the undersigned have signed this instrument this 20<sup>th</sup> day of July, 2004.

  
Alan Gould, Chief Executive Officer

ATTEST

  
Ajmy C. Bevacqua, Secretary