

**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>
Archetype Media, Inc.		02/17/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SocialVibe, Inc.		
<b>Street Address:</b>	1203 Flynn Road		
<b>Internal Address:</b>	Suite 230		
<b>City:</b>	Camarillo		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	93012		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77338352	ARCHETYPE MEDIA	
<b>Serial Number:</b>	77338354	SOCIALVIBE	
<b>Serial Number:</b>	77430255	S CIALVIBE	
<b>Serial Number:</b>	77442122		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(714)513-5130		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	714.513.5100		
<b>Email:</b>	uspto-tm-oc@sheppardmullin.com		
<b>Correspondent Name:</b>	Sheppard Mullin Richter & Hampton LLP		
<b>Address Line 1:</b>	650 Town Center Drive		
<b>Address Line 2:</b>	Fourth Floor		
<b>Address Line 4:</b>	Costa Mesa, CALIFORNIA 92626		
<b>ATTORNEY DOCKET NUMBER:</b>	16XD-134453		

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NAME OF SUBMITTER:	Terry Contreras
Signature:	/tc/
Date:	03/25/2009
Total Attachments: 1 source=socialvibe name change#page1.tif	

CERTIFICATE OF AMENDMENT  
OF  
CERTIFICATE OF INCORPORATION  
OF  
ARCHETYPE MEDIA, INC.

Archetype Media, Inc., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware,

DOES HEREBY CERTIFY:

FIRST: That the Board of Directors of said corporation by the unanimous written consent of its members, filed with the minutes of the Board, adopted a resolution proposing and declaring advisable the following amendment to the Certificate of Incorporation of said corporation:

RESOLVED, that the Certificate of Incorporation of Archetype Media, Inc. be amended by changing Article I thereof so that, as amended, said Article shall be and read as follows:

"The name of this corporation is: SocialVibe, Inc."

SECOND: That in lieu of a meeting and vote of stockholders, the stockholders have given their 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, said Archetype Media, Inc. has caused this certificate to be signed by Kurt Johnson, its Chief Executive Officer, this 17<sup>th</sup> day of February, 2009.

ARCHETYPE MEDIA, INC.

  
Kurt Johnson, Chief Executive Officer

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State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 02:36 PM 02/17/2009  
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RECORDED: 03/25/2009

TRADEMARK  
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