

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
Capital Region Economic Development Entity, Inc.		07/07/2008	CORPORATION:
RECEIVING PARTY DATA			
Name:	Thrive, Inc.		
Street Address:	615 E. Washington Avenue		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53701		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77361260	THRIVE	
CORRESPONDENCE DATA			
Fax Number:	(608)283-2275		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	608-257-3501		
Email:	madipdocket@michaelbest.com		
Correspondent Name:	Michael Best & Friedrich LLP		
Address Line 1:	1 S. Pinckney Street		
Address Line 2:	P. O. Box 1806		
Address Line 4:	Madison, WISCONSIN 53701-1806		
ATTORNEY DOCKET NUMBER:	099999-3327 US00		
NAME OF SUBMITTER:	Jeffrey D. Peterson		
Signature:	/jeffrey d peterson/		

CH \$40.00 77361260

Date:

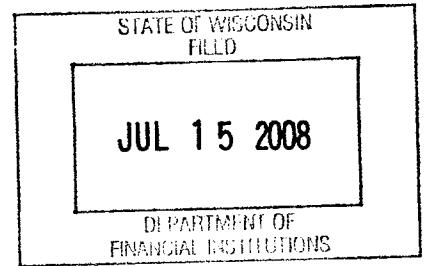
04/01/2009

Total Attachments: 1

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STATE OF WISCONSIN
DEPARTMENT OF FINANCIAL INSTITUTIONS
STATE OF WISCONSIN

08 JUL -9 PM 3: 22



**ARTICLES OF AMENDMENT
TO THE
ARTICLES OF INCORPORATION
OF
CAPITAL REGION ECONOMIC DEVELOPMENT ENTITY, INC.**

Capital Region Economic Development Entity, Inc., a corporation organized and existing under Chapter 181 of the Wisconsin Statutes, does hereby certify that the existing Articles of Incorporation were duly amended as follows:

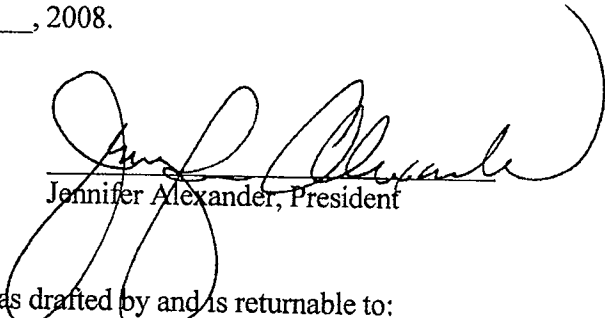
RESOLVED, that Article I of the Articles of Incorporation is hereby amended to read as follows:

“ARTICLE 1: NAME

The name of the Corporation is Thrive, Inc.”

Said amendment was duly adopted on June 27, 2008 in accordance with Section 181.1002(2) of the Wisconsin Statutes.

Dated this 7 day of July, 2008.


Jennifer Alexander, President

This document was drafted by and is returnable to:

**William F. White, Esq.
Michael Best & Friedrich LLP
One South Pinckney Street, #700
Madison, WI 53703
(608) 257-3501**

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