

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
Lincoln Financial Media Company of North Carolina		01/31/2008	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Greater Media Charlotte, Inc.		
Street Address:	35 Braintree Hill Office Park		
Internal Address:	Suite 300		
City:	Braintree		
State/Country:	MASSACHUSETTS		
Postal Code:	02184		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2254106	THE LINK	
CORRESPONDENCE DATA			
Fax Number:	(617)965-9426		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-965-9425		
Email:	zrubin@zickrubin.com		
Correspondent Name:	Zick Rubin, Esq.		
Address Line 1:	288 Walnut Street		
Address Line 2:	Suite 230		
Address Line 4:	Newton, MASSACHUSETTS 02460		
ATTORNEY DOCKET NUMBER:	GM-THE LINK		
NAME OF SUBMITTER:	Zick Rubin		
Signature:	/zick rubin/		

OP \$40.00 2254106

Date:

04/21/2009

Total Attachments: 2

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Date Filed: 2/1/2008 1:56:00 PM
Elaine F. Marshall
North Carolina Secretary of State
C200803200001

State of North Carolina
Department of the Secretary of State

ARTICLES OF AMENDMENT
BUSINESS CORPORATION

Pursuant to §55-10-06 of the General Statutes of North Carolina, the undersigned corporation hereby submits the following Articles of Amendment for the purpose of amending its Articles of Incorporation.

1. The name of the corporation is: Lincoln Financial Media Company of North Carolina

2. The text of each amendment adopted is as follows (*State below or attach*):

The name of the corporation shall be changed from Lincoln Financial Media Company of North Carolina
to Greater Media Charlotte, Inc.

3. If an amendment provides for an exchange, reclassification, or cancellation of issued shares, provisions for implementing the amendment, if not contained in the amendment itself, are as follows:
N/A

4. The date of adoption of each amendment was as follows: January 31, 2008

5. (Check either a, b, c, or d, whichever is applicable)

- a. The amendment(s) was (were) duly adopted by the incorporators prior to the issuance of shares.
- b. The amendment(s) was (were) duly adopted by the board of directors prior to the issuance of shares.
- c. The amendment(s) was (were) duly adopted by the board of directors without shareholder action as shareholder action was not required because (*set forth a brief explanation of why shareholder action was not required.*)

d. The amendment(s) was (were) approved by shareholder action, and such shareholder approval was obtained as required by Chapter 55 of the North Carolina General Statutes.

ARTICLES OF AMENDMENT

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- 6. These articles will be effective upon filing, unless a delayed time and date is specified:
N/A

This the 31st day of January, 2008

Lincoln Financial Media Company of North Carolina

Name of Corporation

Peter H. Smyth
Signature

Peter H. Smyth, President

Type or Print Name and Title

NOTES:

- 1. Filing fee is \$50. This document must be filed with the Secretary of State.

CORPORATIONS DIVISION
(Revised January 2002)

P. O. BOX 29622

RALEIGH, NC 27626-0622
(Form B-02)