

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|------------------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | CHANGE OF NAME | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Aprimo, Incorporated | | 02/04/2008 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Aprimo, Inc. | | |
| Street Address: | 900 East 96th Street, Suite 400 | | |
| City: | Indianapolis | | |
| State/Country: | INDIANA | | |
| Postal Code: | 46240 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2657997 | MANAGING THE BUSINESS OF MARKETING | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (317)231-7433 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 3172311313 | | |
| Email: | jgard@btlaw.com | | |
| Correspondent Name: | Julia Spoor Gard | | |
| Address Line 1: | 11 South Meridian Street | | |
| Address Line 2: | Barnes & Thornburg LLP | | |
| Address Line 4: | Indianapolis, INDIANA 46204 | | |
| ATTORNEY DOCKET NUMBER: | 26845-67283 | | |
| NAME OF SUBMITTER: | Julia Spoor Gard | | |
| Signature: | /jsg/ | | |
| Date: | 05/26/2009 | | |

CH \$40.00 2657997

Total Attachments: 3

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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 "APRIMO, INCORPORATED", CHANGING ITS NAME FROM "APRIMO, INCORPORATED" TO "APRIMO, INC.", FILED IN THIS OFFICE ON THE FIFTH DAY OF MARCH, A.D. 2008, AT 11:23 O'CLOCK A.M.

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



3329197 8100

080283933

You may verify this certificate online
at corp.delaware.gov/authver.shtml

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6430720

DATE: 03-06-08

TRADEMARK

REEL: 003993 FRAME: 0342

**CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF INCORPORATION
OF
APRIMO, INCORPORATED**

March 5, 2008

Aprimo, Incorporated, a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "Corporation"), does hereby certify pursuant to Sections 228 and 242 of the Delaware General Corporation Law:

FIRST: That the Board of Directors of the Corporation, by unanimous approval at a board meeting on February 4, 2008, in accordance with the provisions of Sections 141(f) and 242 of the General Corporation Law of the State of Delaware, duly and validly adopted resolutions setting forth a proposed amendment to the Certificate of Incorporation of the Corporation. The resolutions setting forth the proposed amendment are as follows:

RESOLVED: That it is advisable and in the best interests of the Corporation to change the name of the Corporation as set forth below.

RESOLVED: That Article I of the Second Amended and Restated Certificate of Incorporation of the Corporation be, and hereby is, deleted in its entirety and the following Article I be inserted in lieu thereof:

"The name of this corporation is Aprimo, Inc."

SECOND: That the aforesaid Charter Amendment was duly adopted by written consent of the stockholders of the Corporation in accordance with the provisions of Sections 228 and 242 of the General Corporation Law of the State of Delaware.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, the undersigned has duly executed this Certificate of Amendment in the name and on behalf of the Corporation as of the date first above written.

Aprimo, Incorporated

**By: /s/ William M. Godfrey
Name: William M. Godfrey
Title: President and Chief Executive Officer**

Certificate of Amendment