

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Louis Kravitz & Associates, Inc.		02/19/2009	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Kravitz, Inc.		
<b>Doing Business As:</b>	DBA Kravitz		
<b>Street Address:</b>	15760 Ventura Boulevard		
<b>Internal Address:</b>	Suite 910		
<b>City:</b>	Encino		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91436-3017		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3350543	CASH BALANCE COACH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(626)577-8800		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	626-795-9900		
<b>Email:</b>	pto@cph.com		
<b>Correspondent Name:</b>	Daniel R. Kimbell c/o CPH		
<b>Address Line 1:</b>	P.O. Box 7068		
<b>Address Line 4:</b>	Pasadena, CALIFORNIA 91109-7068		
<b>ATTORNEY DOCKET NUMBER:</b>	59593/K516		
<b>NAME OF SUBMITTER:</b>	Daniel R. Kimbell		
<b>Signature:</b>	/Daniel R. Kimbell/		

CH \$40.00 3350543

Date:

06/09/2009

Total Attachments: 2

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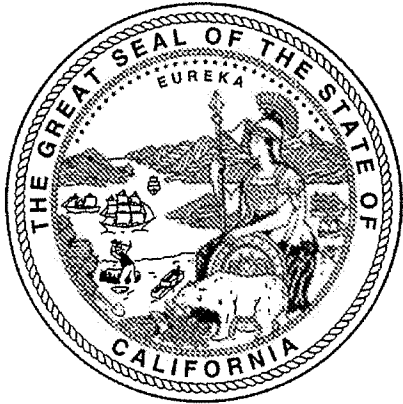
source=59593 name change#page2.tif

State of California  
Secretary of State



I, DEBRA BOWEN, Secretary of State of the State of California, hereby certify:

That the attached transcript of 1 page(s) has been compared with the record on file in this office, of which it purports to be a copy, and that it is full, true and correct.



IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of

FEB 19 2009

DEBRA BOWEN  
Secretary of State

A0688143

**CERTIFICATE OF AMENDMENT  
OF  
ARTICLES OF INCORPORATION  
OF**

**ENDORSED - FILED**  
in the office of the Secretary of State  
of the State of California

**LOUIS KRAVITZ & ASSOCIATES, INC.**

**FEB 11 2009**

DANIEL KRAVITZ and LOUIS KRAVITZ certify that:

1. They are the President and Secretary, respectively, of LOUIS KRAVITZ & ASSOCIATES, INC., a California corporation.
2. Article I of the Articles of Incorporation of this corporation is amended to read as follows:

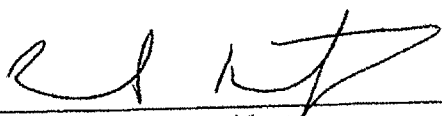
"I

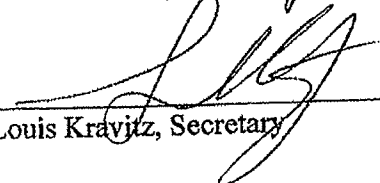
"The name of this corporation is KRAVITZ, INC."

3. The foregoing amendment of Articles of Incorporation has been duly approved by the Board of Directors.
4. The foregoing amendment of Articles of Incorporation has been duly approved by the required vote of shareholders in accordance with Section 902, Corporation Code. The total number of outstanding shares of the corporation is 90. The number of shares voting in favor of the amendment equaled or exceeded the vote required. The percentage vote required was more than 50%.

We further declare under penalty of perjury under the laws of the State of California that the matters set forth in this certificate are true and correct of our own knowledge.

Dated: 2/3, 2009

  
\_\_\_\_\_  
Daniel Kravitz, President

  
\_\_\_\_\_  
Louis Kravitz, Secretary

