

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
Weather Central, Inc.		07/27/2009	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	Weather Central Holdings, Inc.
Street Address:	401 Charmany Drive
Internal Address:	Suite 200
City:	Madison
State/Country:	WISCONSIN
Postal Code:	53719
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 22

Property Type	Number	Word Mark
Registration Number:	2989097	MAGICTRAK
Registration Number:	2986446	WCINTERACTIVE
Registration Number:	2984172	SCREENWRITER
Registration Number:	2634973	WALKONWEATHER
Registration Number:	2624760	WEATHER CENTRAL, INC.
Registration Number:	2685695	PERSONAL MICROCAST
Registration Number:	2590507	STORMSENTINEL
Registration Number:	2210567	A.D.O.N.I.S. FUTURECAST
Registration Number:	2553075	SPORTSWRITER
Registration Number:	2063922	SKYTRAK
Registration Number:	2525133	METROCAST
Registration Number:	2547209	METVISION
Registration Number:	2772354	MXWEATHERSPAN

OP \$565.00 2989097

Registration Number:	2836117	MXWEATHERSPAN DOPPLERCAST
Registration Number:	2770005	MXWEATHERSPAN METROCAST
Registration Number:	2798660	MXWEATHERSPAN RT
Registration Number:	2792385	MXWEATHERSPAN STORMCOMMANDER
Registration Number:	2870306	MXWEATHERSPAN X
Registration Number:	3580461	LIVE:WIRE
Serial Number:	78757381	FUTURECAST
Serial Number:	77528274	ESP:LIVE
Registration Number:	2638019	A.D.O.N.I.S. MICROCAST

CORRESPONDENCE DATA

Fax Number: (414)297-4900
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 414-297-5723
Email: ptomailmilwaukee@foley.com
Correspondent Name: Richard J. McKenna
Address Line 1: Foley & Lardner LLP
Address Line 2: 777 E. Wisconsin Avenue
Address Line 4: Milwaukee, WISCONSIN 53202-5306

ATTORNEY DOCKET NUMBER:	067808-0169
NAME OF SUBMITTER:	Jill M. Schenk
Signature:	/Jill M. Schenk/
Date:	08/04/2009

Total Attachments: 3
source=Weather Central Holdings#page1.tif
source=Weather Central Holdings#page2.tif
source=Weather Central Holdings#page3.tif



ARTICLES OF AMENDMENT – STOCK, FOR-PROFIT CORPORATION

A. The present corporate name (prior to any change effected by this amendment) is:

Weather Central, Inc.

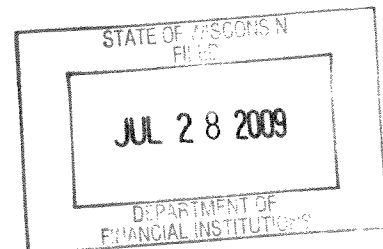
(Enter Corporate Name)

Text of Amendment (Refer to the existing articles of incorporation and the instructions on the reverse of this form. Determine those items to be changed and set forth the number identifying the paragraph in the articles of incorporation being changed and how the amended paragraph is to read.)

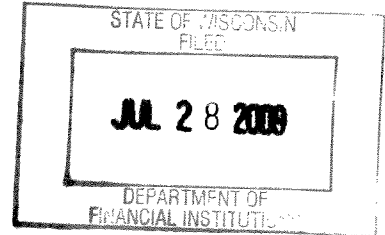
RESOLVED, THAT the articles of incorporation be amended as follows:

Article I shall be deleted in its entirety and replaced with the following:

FIRST: The name of the corporation is Weather Central Holdings, Inc.



FILING FEE - \$40.00 See instructions, suggestions and procedures on following pages.



B. Amendment(s) adopted on July 27, 2009

(Indicate the method of adoption by checking (X) the appropriate choice below.)

- In accordance with sec. 180.1002, Wis. Stats. (By the Board of Directors)
- OR
- In accordance with sec. 180.1003, Wis. Stats. (By the Board of Directors and Shareholders)
- OR
- In accordance with sec. 180.1005, Wis. Stats. (By Incorporators or Board of Directors, before issuance of shares)

C. Executed on July 27, 2009
(Date)

Title: President Secretary
or other officer title Chairman & CEO

Terence F. Kelly
(Signature)

Terence F. Kelly
(Printed name)

This document was drafted by Alexa P. Wautier
(Name the individual who drafted the document)

INSTRUCTIONS (Ref. sec. 180.1006 Wis. Stats. for document content)

Submit one original and one exact copy to Dept. of Financial Institutions, P O Box 7846, Madison WI, 53707-7846, together with a **FILING FEE of \$40.00** payable to the department. Filing fee is **non-refundable**. (If sent by Express or Priority U.S. mail, address to 345 W. Washington Ave., 3rd Floor, Madison WI, 53703). The original must include an original manual signature, per sec. 180.0120(3)(c), Wis. Stats. **NOTICE:** This form may be used to accomplish a filing required or permitted by statute to be made with the department. Information requested may be used for secondary purposes. If you have any questions, please contact the Division of Corporate & Consumer Services at 608-261-7577. Hearing-impaired may call 608-266-8818 for TDY.

ARTICLES OF AMENDMENT – Stock, For-Profit Corporation

Γ

Alexa P. Wautier
Foley & Lardner LLP
150 East Gilman Street
Madison, WI 53703

L

▲ Your return address and phone number during the day: (608) 257-5035

INSTRUCTIONS (Continued)

- A. State the name of the corporation (before any change effected by this amendment) and the text of the amendment(s). The text should recite the resolution adopted (e.g., “Resolved, that Article 1 of the articles of incorporation be amended to read: (enter the amended article). If an amendment provides for an exchange, reclassification or cancellation of issued shares, state the provisions for implementing the amendment if not contained in the amendment itself.
- B. Enter the date of adoption of the amendment(s). If there is more than one amendment, identify the date of adoption of each. Mark (X) one of the three choices to indicate the method of adoption of the amendment(s).

By Board of Directors – Refer to sec. 180.1002 for specific information on the character of amendments that may be adopted by the Board of Directors without shareholder action.

By Board of Directors and Shareholders – Amendments proposed by the Board of Directors and adopted by shareholder approval. Voting requirements differ with circumstances and provisions in the articles of incorporation. See sec. 180.1003, Wis. Stats., for specific information.

By Incorporators or Board of Directors – Before issuance of shares – See sec. 180.1005, Wis. Stats., for conditions attached to the adoption of an amendment approved by a vote or consent of less than 2/3rds of the shares subscribed for.

- C. Enter the date of execution and the name and title of the person signing the document. The document must be signed by one of the following: An **officer** of the corporation (or incorporator if directors have not been elected), or a court-appointed receiver, trustee or fiduciary. A director is **not** empowered to sign.

If the document is executed in Wisconsin, sec. 182.01(3) provides that it shall not be filed unless the name of the person (individual) who drafted it is printed, typewritten or stamped thereon in a legible manner. If the document is not executed in Wisconsin, enter that remark.

FILING FEE - \$40.00.

DFI/CORP/4I(R02/05/04)

3 of 3