

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Brillaro Holdings LLC		11/29/2007	LIMITED LIABILITY COMPANY: GEORGIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MeasureUp, LLC		
<b>Street Address:</b>	11660 Alpharetta Highway		
<b>Internal Address:</b>	Suite 490		
<b>City:</b>	Roswell		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30076		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: GEORGIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2291112	MEASUREUP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(770)951-0933		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	7709339500		
<b>Email:</b>	trademarks@tkhr.com, carla.stone@tkhr.com		
<b>Correspondent Name:</b>	Charles S. Murray, Jr.		
<b>Address Line 1:</b>	600 Galleria Parkway		
<b>Address Line 2:</b>	Suite 1500		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30339		
<b>ATTORNEY DOCKET NUMBER:</b>	191321-3010		
<b>NAME OF SUBMITTER:</b>	Charles S. Murray, Jr.		
<b>Signature:</b>	/Charles S. Murray, Jr./		

CH \$40.00 2291112

Date:

09/18/2009

Total Attachments: 2

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# STATE OF GEORGIA

**Secretary of State**

**Corporations Division**

**315 West Tower**

**#2 Martin Luther King, Jr. Dr.**

**Atlanta, Georgia 30334-1530**

## **CERTIFICATE OF AMENDMENT NAME CHANGE**

I, **Karen C Handel**, the Secretary of State and the Corporations Commissioner of the State of Georgia, hereby certify under the seal of my office that

**BRILLARO HOLDINGS, LLC**  
a Domestic Limited Liability Company

has filed articles/certificate of amendment in the Office of the Secretary of State on **12/03/2007** changing its name to

**MEASUREUP, LLC**

and has paid the required fees as provided by Title 14 of the Official Code of Georgia Annotated. Attached hereto is a true and correct copy of said articles/ certificate of amendment.

WITNESS my hand and official seal in the City of Atlanta  
and the State of Georgia on December 3, 2007



A handwritten signature in black ink that reads "Karen C Handel". The signature is fluid and cursive.

Karen C Handel  
Secretary of State



Office Of The Secretary Of State  
Corporations Division

Karen C. Handel  
Secretary Of State

Articles Of Amendment  
To Articles of Organization

**Article One**

The Name Of The Limited Liability Company Is:

Brillaro Holdings, LLC

**Article Two**

The Date The Articles Of Organization Were Filed Was:

March 15, 2007

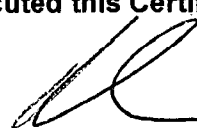
**Article Three**

The Limited Liability Company Hereby Adopts The Following Amendment To Change The Name  
Of The Organization. The New Name Of The Organization Is:

MeasureUp, LLC

IN WITNESS WHEREOF, the undersigned has executed this Certificate Of Amendment

On 29 November, 2007  
(Date)

  
(Signature And Capacity in which signing)  
President & CEO MeasureUp

Form CD 110.

NOV 30 2007  
CORPORATIONS DIVISION  
SECRETARY OF STATE

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State of Georgia  
Name Change 1 Page(s)



TRADEMARK