

**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           |
|---------------------------------|----------|----------------|-----------------------|
| United Jewish Communities, Inc. |          | 10/08/2009     | CORPORATION: NEW YORK |

**RECEIVING PARTY DATA**

|                   |                                               |
|-------------------|-----------------------------------------------|
| Name:             | The Jewish Federations of North America, Inc. |
| Street Address:   | 25 Broadway                                   |
| Internal Address: | Suite 10004                                   |
| City:             | New York                                      |
| State/Country:    | NEW YORK                                      |
| Postal Code:      | 10004                                         |
| Entity Type:      | CORPORATION: NEW YORK                         |

**PROPERTY NUMBERS Total: 21**

| Property Type        | Number   | Word Mark                           |
|----------------------|----------|-------------------------------------|
| Registration Number: | 3176727  | NJPS                                |
| Registration Number: | 3183392  | NATIONAL JEWISH POPULATION STUDY    |
| Registration Number: | 3183391  | NATIONAL JEWISH POPULATION SURVEY   |
| Registration Number: | 3366709  | UJCWEB                              |
| Registration Number: | 3153184  | IT DOES A WORLD OF GOOD.            |
| Serial Number:       | 77842447 |                                     |
| Serial Number:       | 77248968 | UIA                                 |
| Serial Number:       | 77777298 | FEDWEB                              |
| Registration Number: | 3618713  | ONE PEOPLE. ONE DESTINY.            |
| Serial Number:       | 77688585 | JEWISH FEDERATIONS OF NORTH AMERICA |
| Registration Number: | 3421963  | UNITED ISRAEL APPEAL                |
| Registration Number: | 2618925  |                                     |
| Registration Number: | 3014742  | LIVE GENEROUSLY                     |

OP \$540.00 3176727

|                      |         |                                       |
|----------------------|---------|---------------------------------------|
| Registration Number: | 2832751 | BLUE KNOT: THE JEWISH TECH INITIATIVE |
| Registration Number: | 2739559 | FEDWEB                                |
| Registration Number: | 2521208 | UJC                                   |
| Registration Number: | 2375141 | UNITED JEWISH COMMUNITIES             |
| Registration Number: | 2585893 | UJC                                   |
| Registration Number: | 2568191 | UJC                                   |
| Registration Number: | 2499415 | UNITED JEWISH APPEAL                  |
| Registration Number: | 2501260 | UJA                                   |

**CORRESPONDENCE DATA**

Fax Number: (212)684-3999  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212 684-3900  
Email: [efiling@grr.com](mailto:efiling@grr.com)  
Correspondent Name: Donna Mirman Broome  
Address Line 1: 270 Madison Avenue  
Address Line 4: New York, NEW YORK 10016

|                    |                     |
|--------------------|---------------------|
| NAME OF SUBMITTER: | Donna Mirman Broome |
|--------------------|---------------------|

|            |       |
|------------|-------|
| Signature: | /DMB/ |
|------------|-------|

|       |            |
|-------|------------|
| Date: | 10/26/2009 |
|-------|------------|

Total Attachments: 5  
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091 016000386

**CERTIFICATE OF AMENDMENT OF THE CERTIFICATE OF  
INCORPORATION**

**OF**

**UNITED JEWISH COMMUNITIES, INC.**

Under Section 803 of the Not-for-Profit Corporation Law.

1-CC  
STATE OF NEW YORK  
DEPARTMENT OF STATE

FILED OCT 16 2009

TAX \$ \_\_\_\_\_

BY: DW

KAC

Filed by: Rose & Boxer  
(Name)  
1065 Avenue of the Americas, Suite 1700  
(Mailing address)  
New York, NY 10018  
(City, State and Zip code)

CUSTOMER REF. #  
151155 KXK

2009 OCT 16 AM 11:14

FILED

2009 OCT 15 PM 3:03

RECEIVED

2009 OCT 13 AM 9:06  
RECEIVED

091 016000377  
TRADEMARK

REEL: 004085 FRAME: 0156

FILING RECEIPT

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ENTITY NAME: THE JEWISH FEDERATIONS OF NORTH AMERICA, INC.

DOCUMENT TYPE: AMENDMENT (DOMESTIC NFP)  
PROCESS NAME

COUNTY: NEWY

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FILED:10/16/2009 DURATION:\*\*\*\*\* CASH#:091016000377 FILM #:091016000356

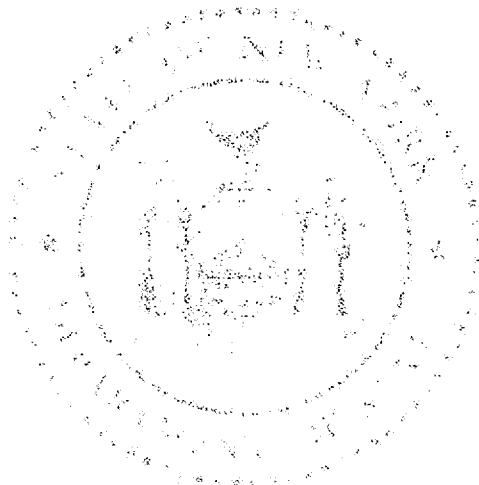
FILER:

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ROSE & BOXER  
1065 AVENUE OF THE AMERICAS  
SUITE 1700  
NEW YORK, NY 10018

ADDRESS FOR PROCESS:

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ROSE & BOXER  
1065 AVENUE OF THE AMERICAS SUITE 1700  
NEW YORK, NY 10018

REGISTERED AGENT:



=====

SERVICE COMPANY: CORPORATION SERVICE COMPANY - 45

SERVICE CODE: 45

FEES 90.00  
-----  
FILING 30.00  
TAX 0.00  
CERT 0.00  
COPIES 10.00  
HANDLING 50.00

PAYMENTS 90.00  
-----  
CASH 0.00  
CHECK 0.00  
CHARGE 0.00  
DRAWDOWN 90.00  
OPAL 0.00  
REFUND 0.00

=====

151155

DOS-1025 (04/2007)

TRADEMARK

REEL: 004085 FRAME: 0157

*STATE OF NEW YORK*

*DEPARTMENT OF STATE*

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.

WITNESS my hand and official seal of  
the Department of State, at the City of  
Albany, on October 16, 2009.



A handwritten signature in black ink, appearing to read "Daniel E. Shapiro".

Daniel E. Shapiro  
First Deputy Secretary of State

## Certificate of Amendment of the Certificate of Incorporation

of

UNITED JEWISH COMMUNITIES, INC.

Under Section 803 of the Not-for-Profit Corporation Law

It is hereby certified that:

FIRST: The name of the corporation is United Jewish Communities, Inc.

The name under which the corporation was formed is The United Jewish Appeal, Inc.

SECOND: The certificate of incorporation of the corporation was filed by the Department of State on January 31, 1935.

THIRD: The corporation was formed under the Membership Corporations Law.

FOURTH: The corporation is a corporation as defined in subparagraph (a)(5) of Section 102 of the Not-for-Profit Corporation Law.

FIFTH: The corporation is a Type B corporation under Section 201 of the Not-for-Profit Corporation Law. The type of corporation which the corporation shall hereafter be under Section 201 of the Not-for-Profit Corporation Law is Type B.

SIXTH: The amendment of the certificate of incorporation of the corporation effected by this certificate of amendment is to change the name of the corporation.

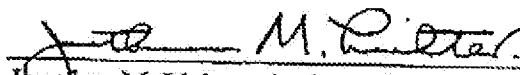
SEVENTH: To accomplish the foregoing amendment, Article FIRST of the certificate of incorporation of the corporation, relating to name, is hereby amended to read as follows:

"FIRST: The name of the corporation is The Jewish Federations of North America, Inc."

EIGHTH: The foregoing amendment of the certificate of incorporation of the corporation was authorized at a meeting held on October 6, 2009 at which a quorum of the members entitled to vote thereon was present, by unanimous vote as provided in paragraph (c) of Section 613 of the Not-for-Profit Corporation Law of the members of the corporation entitled to vote on the said amendment of the certificate of incorporation.

NINTH: The Secretary of State is designated as the agent of the corporation upon whom process against the corporation may be served. The post office address within the State of New York to which the Secretary of State shall mail a copy of any process against the corporation served upon him is: Rose & Boxer, 1065 Avenue of the Americas, Suite 1700, New York, NY 10018.

Signed on October 8, 2009

  
Jonathan M. Lichter, Assistant Secretary