

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
Firerock Enterprises, Inc.		04/20/2009	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Underground Elephant, Inc.		
Street Address:	715 J Street		
Internal Address:	Suite 200		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92101		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3690442	UNDERGROUND ELEPHANT	
CORRESPONDENCE DATA			
Fax Number:	(310)286-1728		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310.286.1700		
Email:	nshabani@rutterhobbs.com		
Correspondent Name:	Natasha Shabani		
Address Line 1:	1901 Avenue of the Stars		
Address Line 2:	Suite 1700		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	7874.003		
NAME OF SUBMITTER:	Natasha Shabani		
Signature:	/natashashabani/		

OP \$40.00 3690442

Date:

01/28/2010

Total Attachments: 1

source=Name Change Firerock to Underground Elephant#page1.tif

FIREROCK ENTERPRISES, INC.

**JOINT WRITTEN CONSENT TO ACTION
BY THE BOARD OF DIRECTORS AND SHAREHOLDERS
WITHOUT A MEETING**

The undersigned constituting all of the Series A Shareholders and all of the members of the Board of Directors of FIREROCK ENTERPRISES, INC., a California corporation (the "Corporation"), pursuant to Article II, Section 11 and Article IV, Section 7 of the Bylaws of the corporation and Sections 307(b) and 603(a) of the California Corporations Code, do hereby consent to the following joint action by the Board of Directors and Shareholders of the Corporation without a meeting by unanimous written consent of all Directors and Shareholders of the Corporation:

WHEREAS, the Shareholders desire to change the name of the Corporation to "UNDERGROUND ELEPHANT, INC.," and the Directors believe it is in the best interest of the Corporation to do so.

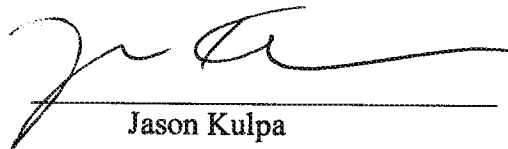
NOW, THEREFORE, BE IT RESOLVED, that this Corporation will hereafter be known as "UNDERGROUND ELEPHANT, INC.,"

RESOLVED FURTHER, that the President and Secretary of the Corporation be and hereby are authorized and directed to execute and file with the California Secretary of State a Certificate of Amendment, which amends Article I of the Articles of Incorporation to read as follows: "The name of the Corporation is **UNDERGROUND ELEPHANT, INC.**"

RESOLVED FURTHER, that the officers of this Corporation be and they hereby are authorized and directed to execute all documents and to take such action as they may deem necessary or advisable to implement the foregoing resolutions.

SERIES A SOLE SHAREHOLDER:

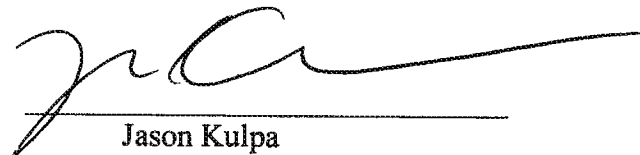
Date: 4-20-09



Jason Kulpa

SOLE DIRECTOR:

Date: 4-20-09



Jason Kulpa