

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
Deer Stags, Inc.		05/07/2010	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Deer Stags Concepts Inc.		
Street Address:	902 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10010		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	85010470	STEPMASER	
Serial Number:	77945280	ROCKADELIC	
Serial Number:	77808986	GENERAL ADMISSION	
CORRESPONDENCE DATA			
Fax Number:	(212)688-2870		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-753-7500		
Email:	majhar@hartmancraven.com		
Correspondent Name:	Marsha G. Ajhar		
Address Line 1:	488 Madison Avenue		
Address Line 2:	Hartman & Craven LLP		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	04114-001		
NAME OF SUBMITTER:	Marsha G. Ajhar		

OP \$90.00 85010470

900162308

**TRADEMARK
 REEL: 004206 FRAME: 0980**

Signature:	/mga/
Date:	05/14/2010
Total Attachments: 1 source=Certificate of Amendment of Certificate of Incorporation#page1.tif	

New York State
Department of State
Division of Corporations, State Records
and Uniform Commercial Code
41 State Street
Albany, NY 12231

100507000 352

CERTIFICATE OF AMENDMENT
OF THE
CERTIFICATE OF INCORPORATION
OF

DEER STAGS, INC.

(Insert Name of Domestic Corporation)

Under Section 805 of the Business Corporation Law

FIRST: The name of the corporation is: DEER STAGS, INC.

If the name of the corporation has been changed, the name under which it was formed is: _____
GRAMERCY PARK INTERNATIONAL MARKETING, INC.

SECOND: The date of filing of the certificate of incorporation with the Department of State is:
SEPTEMBER 1, 1989

THIRD: (Set forth each amendment in a separate paragraph providing the subject matter and full text of each amended paragraph.) The amendment effected by this certificate of amendment is as follows:

Paragraph (1) of the Certificate of Incorporation relating to _____
the name of the corporation

is hereby amended to read in its entirety as follows: _____

(1) The name of the Corporation is "Deer Stags Concepts Inc."

FOURTH: The certificate of amendment was authorized by: *[Check the appropriate box]*

- The vote of the board of directors followed by a vote of a majority of all outstanding shares entitled to vote thereon at a meeting of shareholders.
- The vote of the board of directors followed by the unanimous written consent of the holders of all outstanding shares.

/s/ Richard Muskat, Exec. VP
(Signature)

Richard Muskat, Exec. VP
(Name and Capacity of Signer)

DOS-1554 (5/01)

RECORDED: 05/14/2010

TRADEMARK
REEL: 004206 FRAME: 0982