

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
Carlson Companies, Inc.		07/15/2010	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Carlson, Inc.		
Street Address:	Carlson Parkway, P.O. Box 59159		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55459-8249		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 20			
Property Type	Number	Word Mark	
Serial Number:	85084437	CARLSON	
Serial Number:	75475098	BRAVO!	
Serial Number:	74676728	CARLSON HOSPITALITY WORLDWIDE	
Serial Number:	74676153	CARLSON HOSPITALITY WORLDWIDE OWNERS CLUB	
Serial Number:	75445456	CARLSON HOTELS WORLDWIDE	
Serial Number:	78757350	CARLSON MARKETING	
Serial Number:	74153928	CARLSON MARKETING GROUP	
Serial Number:	75445457	CARLSON RESTAURANTS WORLDWIDE	
Serial Number:	74175316	CARLSON TRAVEL ACADEMY	
Serial Number:	74160765	CARLSON TRAVEL GROUP	
Serial Number:	74034754	CARLSON TRAVEL NETWORK	
Serial Number:	78197903	CONCIERGE BY CARLSON	
Serial Number:	75487545	EPICENTER	
Serial Number:	73276159	C	

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Serial Number:	72056254	GOLD BOND
Serial Number:	71544443	GOLD BOND
Serial Number:	77029039	
Serial Number:	78144374	CARLSON HOTELS ASIA PACIFIC
Serial Number:	78140361	EXL BY CARLSON
Serial Number:	78140363	EXL BY CARLSON

CORRESPONDENCE DATA

Fax Number: (763)212-8543
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 763-212-5002
Email: carlsonfiling@merchantgould.com
Correspondent Name: Travis L. Bachman
Address Line 1: Carlson Parkway, P.O. Box 59159
Address Line 4: Minneapolis, MINNESOTA 55459-8249

NAME OF SUBMITTER:	Travis L. Bachman
Signature:	/Travis L. Bachman/
Date:	07/20/2010

Total Attachments: 2
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ARTICLES OF AMENDMENT
OF
ARTICLES OF INCORPORATION
OF
CARLSON COMPANIES, INC.

- 1. The name of the corporation is Carlson Companies, Inc., a Minnesota corporation.
- 2. The amendment adopted is:

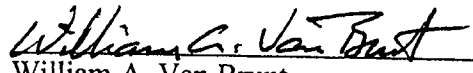
Article I of the Articles of Incorporation of Carlson Companies, Inc. is hereby amended in its entirety to read as follows:

ARTICLE I

The name of this corporation shall be Carlson, Inc. ✓

- 3. The amendment has been adopted pursuant to Chapter 302A of the Minnesota Business Corporation Act.

IN WITNESS WHEREOF, the undersigned, the Executive Vice President and General Counsel of Carlson Companies, Inc., being duly authorized on behalf of Carlson Companies, Inc., has executed this document this 15th day of July, 2010.



 William A. Van Brunt
 Executive Vice President and General
 Counsel

STATE OF MINNESOTA
 DEPARTMENT OF STATE
 FILED
 JUL 15 2010
 Mark Ritchie
 Secretary of State

NK

STATE OF MINNESOTA

DEPARTMENT OF STATE

I hereby certify that this is a true and complete copy of the document as filed for record in this office.

DATED 7/15/10

Mark Ritchie

Secretary of State



By

Nancy Kurtz