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U.S. DEPARTMENT OF COMMERCE  
 United States Patent and Trademark Office

Form PTO-1594 (Rev. 01-09)  
 USPTO Collection 0651-0027 (exp. 02/12)



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To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

<b>1. Name of conveying party(ies):</b> GES Exposition Services, Inc.  <input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation- State: <u>Nevada</u> <input type="checkbox"/> Other _____ Citizenship (see guidelines) _____ Additional names of conveying parties attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>2. Name and address of receiving party(ies)</b> Additional names, addresses, or citizenship attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Name: <u>Global Experience Specialists, Inc.</u> Internal Address: _____ Street Address: <u>950 Grier Drive</u> City: <u>Las Vegas</u> State: <u>NV</u> Country: <u>United States</u> Zip: <u>89119</u> <input type="checkbox"/> Association      Citizenship _____ <input type="checkbox"/> General Partnership      Citizenship _____ <input type="checkbox"/> Limited Partnership      Citizenship _____ <input checked="" type="checkbox"/> Corporation      Citizenship <u>Nevada</u> <input type="checkbox"/> Other _____      Citizenship _____ If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No (Designations must be a separate document from assignment)
<b>3. Nature of conveyance )/Execution Date(s) :</b> Execution Date(s) <u>February 2, 2010</u> <input type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input checked="" type="checkbox"/> Change of Name <input type="checkbox"/> Other _____	

<b>4. Application number(s) or registration number(s) and identification or description of the Trademark.</b> A. Trademark Application No.(s) B. Trademark Registration No.(s) <u>2905579</u> Additional sheet(s) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
<b>C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):</b> <u>2905579 GES SERVICENTER</u>	

<b>5. Name &amp; address of party to whom correspondence concerning document should be mailed:</b> Name: <u>Dianne Shay</u> Internal Address: _____ Street Address: <u>1850 N. Central Avenue, Suite 800</u> City: <u>Phoenix</u> State: <u>AZ</u> Zip: <u>85004-4545</u> Phone Number: <u>602 207-5611</u> Fax Number: <u>602 207-5480</u> Email Address: <u>dshay@viad.com</u>	<b>6. Total number of applications and registrations involved:</b> <span style="border: 1px solid black; padding: 2px;">1</span>  <b>7. Total fee (37 CFR 2.6(b)(6) &amp; 3.41)</b> \$ <u>40.00</u> <input type="checkbox"/> Authorized to be charged to deposit account <input checked="" type="checkbox"/> Enclosed  <b>8. Payment Information:</b> Deposit Account Number: <u>11/01/2010 KN00111 0000000 2905579</u> Authorized User Name: _____
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<b>9. Signature:</b> _____ Signature <u>Deborah J. DePaoli</u> Name of Person Signing	October 26, 2010 Date Total number of pages including cover sheet, attachments, and document: <span style="border: 1px solid black; padding: 2px;">4</span>
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Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

STATE OF NEVADA

ROSS MILLER  
Secretary of State



SCOTT W. ANDERSON  
Deputy Secretary  
for Commercial Recordings

OFFICE OF THE  
SECRETARY OF STATE

Certified Copy

February 1, 2010

**Job Number:** C20100201-2534  
**Reference Number:**  
**Expedite:**  
**Through Date:**

The undersigned filing officer hereby certifies that the attached copies are true and exact copies of all requested statements and related subsequent documentation filed with the Secretary of State's Office, Commercial Recordings Division listed on the attached report.

Document Number(s)	Description	Number of Pages
20100064782-20	Amendment	1 Pages/1 Copies



Respectfully,

A handwritten signature in black ink, appearing to read "Ross Miller".

ROSS MILLER  
Secretary of State

Certified By: Robert Sandberg  
Certificate Number: C20100201-2534  
You may verify this certificate  
online at <http://www.nvsos.gov/>

Commercial Recording Division  
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Carson City, Nevada 89701-4069  
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Filed in the office of 	Document Number <b>20100064782-20</b>
Ross Miller Secretary of State State of Nevada	Filing Date and Time <b>02/01/2010 2:55 PM</b>
	Entity Number <b>C4644-1983</b>

**Certificate of Amendment**  
 (PURSUANT TO NRS 78.385 AND 78.390)

USE BLACK INK ONLY - DO NOT HIGHLIGHT

ABOVE SPACE IS FOR OFFICE USE ONLY

**Certificate of Amendment to Articles of Incorporation**  
**For Nevada Profit Corporations**  
 (Pursuant to NRS 78.385 and 78.390 - After Issuance of Stock)

1. Name of corporation:

GES Exposition Services, Inc.

2. The articles have been amended as follows: (provide article numbers, if available)

Article I

The name of the corporation is Global Experience Specialists, Inc.

3. The vote by which the stockholders holding shares in the corporation entitling them to exercise a least a majority of the voting power, or such greater proportion of the voting power as may be required in the case of a vote by classes or series, or as may be required by the provisions of the articles of incorporation\* have voted in favor of the amendment is:

100%

4. Effective date of filing: (optional)

2/2/10

(must not be later than 90 days after the certificate is filed)

5. Signature: (required)

X Diana L. Watson

Signature of Officer Diana L. Watson, Assistant Secretary

\*If any proposed amendment would alter or change any preference or any relative or other right given to any class or series of outstanding shares, then the amendment must be approved by the vote, in addition to the affirmative vote otherwise required, of the holders of shares representing a majority of the voting power of each class or series affected by the amendment regardless to limitations or restrictions on the voting power thereof.

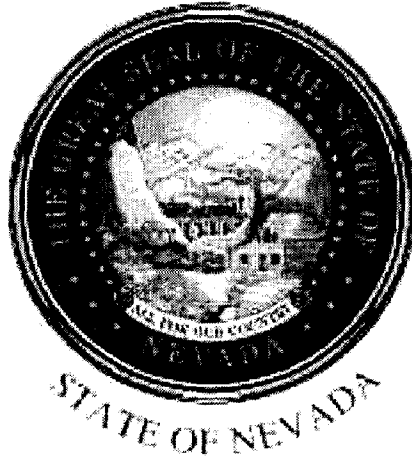
**IMPORTANT:** Failure to include any of the above information and submit with the proper fees may cause this filing to be rejected.

This form must be accompanied by appropriate fees.

Nevada Secretary of State Amend Profit-After  
 Revised: 3-6-09

NV009 - 05/22/2009 C T System Online

# SECRETARY OF STATE



## CERTIFICATE OF NAME CHANGE

I, ROSS MILLER, the duly qualified and elected Nevada Secretary of State, do hereby certify that on February 1, 2010, a Certificate of Amendment to its Articles of Incorporation changing the name to **GLOBAL EXPERIENCE SPECIALISTS, INC.**, was filed in this office by **GES EXPOSITION SERVICES, INC.**. Said change of name has been made in accordance with the laws of the State of Nevada and that said Certificate of Amendment is now on file and of record in this office.



IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of State, at my office on February 1, 2010.

ROSS MILLER  
Secretary of State

Certified By: Robert Sandberg  
Certificate Number: C20100201-2534  
You may verify this certificate  
online at <http://www.nvsos.gov/>