

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
Retail Convergence, Inc.		09/27/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	RueLaLa, Inc.
Street Address:	20 Channel Center
Internal Address:	3rd Floor
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02210
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	3484374	SHARE THE LA LA
Registration Number:	3484375	RUE LA LA
Registration Number:	3484376	RUE LA LA
Registration Number:	3637003	RETAIL CONVERGENCE
Registration Number:	3755157	METRO COLLECTION
Registration Number:	3725482	GET IN AND GET FABULOUS.
Serial Number:	77832708	STREETS OF RUE LA LA
Serial Number:	77832710	RUE LA LA
Serial Number:	77854595	QUICK! BUY IT
Serial Number:	85112172	THE BARGAIN ALERT!

CORRESPONDENCE DATA

Fax Number: (513)241-6234
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

900177180

TRADEMARK
REEL: 004412 FRAME: 0764

OP \$265.00 3484374

Phone: 513-241-2324
Email: tremaklus@whepatent.com
Correspondent Name: Theodore R. Remaklus
Address Line 1: 441 Vine Street
Address Line 2: 2700 Carew Tower
Address Line 4: Cincinnati, OHIO 45202

ATTORNEY DOCKET NUMBER:

SMART-01 / 122

NAME OF SUBMITTER:

Theodore R. Remaklus

Signature:

/theodore r remaklus/

Date:

11/11/2010

Total Attachments: 2

source=Rue La La name change DE amend 9 27 10#page1.tif

source=Rue La La name change DE amend 9 27 10#page2.tif

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "RETAIL CONVERGENCE, INC.", CHANGING ITS NAME FROM "RETAIL CONVERGENCE, INC." TO "RUELALA, INC.", FILED IN THIS OFFICE ON THE TWENTY-SEVENTH DAY OF SEPTEMBER, A.D. 2010, AT 1:07 O'CLOCK P.M.

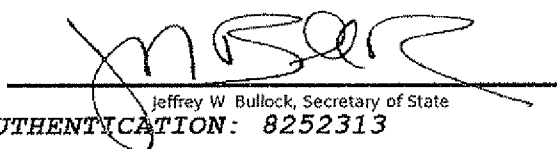
A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

4449686 8100

100943265

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8252313

DATE: 09-27-10

TRADEMARK
REEL: 004412 FRAME: 0766

CERTIFICATE OF AMENDMENT
TO
AMENDED AND RESTATED CERTIFICATE OF INCORPORATION
OF
RETAIL CONVERGENCE, INC.

Retail Convergence, Inc , a Delaware corporation (the "Corporation"), does hereby certify that:

1. This Certificate of Amendment amends provisions of the Corporation's Amended and Restated Certificate of Incorporation ("Certificate of Incorporation").

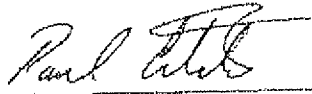
2. The terms and provisions of this Certificate of Amendment have been duly adopted in accordance with Section 242 of the General Corporation Law of the State of Delaware and shall become effective upon the filing of this Certificate.

3. Article First of the Certificate of Incorporation is hereby amended by deleting Article First in its entirety and replacing it with the following:

FIRST: The name of the Corporation is RuelLaLa, Inc. (the "Corporation").

IN WITNESS WHEREOF, the Corporation has caused this Certificate of Amendment to be duly executed on this 27th day of September, 2010.

By:



Paul D. Cataldo
Secretary

State of Delaware
Secretary of State
Division of Corporations
Delivered 01:15 PM 09/27/2010
FILED 01:07 PM 09/27/2010
SRV 100943265 - 4449686 FILE