

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
RB Acquisition Corp.		01/27/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Rugged Bear Company		
Street Address:	125 Lenox Street		
City:	Norwood		
State/Country:	MASSACHUSETTS		
Postal Code:	02062		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3016139		
Registration Number:	2995811	RUGGED BEAR	
Registration Number:	1435781	RUGGED BEAR	
CORRESPONDENCE DATA			
Fax Number:	(617)261-3175		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-261-3100		
Email:	emily.cunningham@klgates.com		
Correspondent Name:	Emily H. Cunningham		
Address Line 1:	One Lincoln Street		
Address Line 2:	K&L Gates LLP		
Address Line 4:	Boston, MASSACHUSETTS 02111		
NAME OF SUBMITTER:	Emily H. Cunningham		
Signature:	/emily h. cunningham/		

OP \$90.00 3016139

900184622

TRADEMARK
REEL: 004483 FRAME: 0814

Date:

02/22/2011

Total Attachments: 2

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Delaware

PAGE 1

The First State

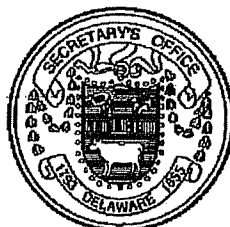
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "RB ACQUISITION CORP.", CHANGING ITS NAME FROM "RB ACQUISITION CORP." TO "THE RUGGED BEAR COMPANY", FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF JANUARY, A.D. 2010, AT 2:13 O'CLOCK P.M.

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

4765090 8100

100083435

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7786462

DATE: 01-29-10

TRADEMARK
REEL: 004483 FRAME: 0816

State of Delaware
 Secretary of State
 Division of Corporations
 Delivered 02:13 PM 01/28/2010
 FILED 02:13 PM 01/28/2010
 SRV 100083435 - 4765090 FILE

**STATE OF DELAWARE
 CERTIFICATE OF AMENDMENT
 OF CERTIFICATE OF INCORPORATION**

The corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware does hereby certify:

FIRST: That at a meeting of the Board of Directors of
RB Acquisition Corp.

resolutions were duly adopted setting forth a proposed amendment of the Certificate of Incorporation of said corporation, declaring said amendment to be advisable and calling a meeting of the stockholders of said corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:

RESOLVED, that the Certificate of Incorporation of this corporation be amended by changing the Article thereof numbered "Article I" so that, as amended, said Article shall be and read as follows:

The name of the corporation is The Rugged Bear Company

SECOND: That thereafter, pursuant to resolution of its Board of Directors, a special meeting of the stockholders of said corporation was duly called and held upon notice in accordance with Section 222 of the General Corporation Law of the State of Delaware at which meeting the necessary number of shares as required by statute were voted in favor of the amendment.

THIRD: That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, said corporation has caused this certificate to be signed this 27th day of January, 2010.

By: 

Authorized Officer

Title: Corporate Secretary

Name: Robert Jeffords

Print or Type