

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Paradysz Matera Company, Inc.		05/04/2011	CORPORATION: NEW YORK

**RECEIVING PARTY DATA**

<b>Name:</b>	Paradysz Inc.
<b>Street Address:</b>	5 Hanover Square
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10004
<b>Entity Type:</b>	CORPORATION: NEW YORK

**PROPERTY NUMBERS Total: 18**

Property Type	Number	Word Mark
Serial Number:	85134521	ANGLERFISH
Serial Number:	78896710	EXPUT
Serial Number:	85304601	HELIX
Serial Number:	77286803	HOLIDAY DASHBOARD
Serial Number:	85149382	INTELLIZIP
Serial Number:	76581513	MARKETRELEVANCE
Registration Number:	2806819	MEDIA HARBOR
Registration Number:	3870693	MERGESCIENCE
Registration Number:	3869923	ORB
Registration Number:	3933013	PARADYSZ
Registration Number:	3939271	PARADYSZ ANALYTICS
Registration Number:	3891530	PARADYSZ DIRECT
Registration Number:	3227630	PARADYSZMATERA
Registration Number:	3359676	PM DIGITAL

**CH \$465.00 85134521**

**900191351**

**TRADEMARK  
 REEL: 004537 FRAME: 0312**

Registration Number:	3205346	PM MODELYTICS
Registration Number:	3176587	RECONNECT
Registration Number:	3459067	RELENTLESS INNOVATION AND SCIENCE OF CUSTOMER ACQUISITION
Serial Number:	85124267	SPINSHARK

**CORRESPONDENCE DATA**

Fax Number: (212)808-0844  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212.808.0700  
Email: jhamburg@nmmlaw.com  
Correspondent Name: Jeanne Hamburg  
Address Line 1: 875 Third Avenue  
Address Line 2: 8th Floor  
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	102016-3
NAME OF SUBMITTER:	Jeanne Hamburg
Signature:	/jeanne hamburg/
Date:	05/09/2011

Total Attachments: 4  
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New York State Department of State  
Division of Corporations, State Records and Uniform Commercial Code  
One Commerce Plaza, 99 Washington Avenue  
Albany, NY 12231  
www.dos.state.ny.us

CERTIFICATE OF AMENDMENT  
OF THE  
CERTIFICATE OF INCORPORATION  
OF

PARADYSZ MATERA COMPANY, INC.

*(Insert Name of Domestic Corporation)*

Under Section 805 of the Business Corporation Law

FIRST: The name of the corporation is:

PARADYSZ MATERA COMPANY, INC.

If the name of the corporation has been changed, the name under which it was formed is:

PARADYSZ & MATERA, INC.

SECOND: The date of filing of the certificate of incorporation with the Department of State is:

FEBRUARY 15, 1990

THIRD: The amendment effected by this certificate of amendment is as follows:

*(Set forth each amendment in a separate paragraph providing the subject matter and full text of each amended paragraph. For example, an amendment changing the name of the corporation would read as follows: Paragraph First of the Certificate of Incorporation relating to the corporation name is hereby amended to read as follows: First: The name of the corporation is ... (new name) ...)*

Paragraph FIRST of the Certificate of Incorporation relating to the corporation name

is hereby amended to read in its entirety as follows:


FIRST: The name of the corporation is Paradysz Inc.

Paragraph \_\_\_\_\_ of the Certificate of Incorporation relating to

is hereby amended to read in its entirety as follows:

**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.

✓   
 \_\_\_\_\_  
*(Signature)*

Christopher Paradyz  
 \_\_\_\_\_  
*(Name of Signer)*

President  
 \_\_\_\_\_  
*(Title of Signer)*

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CERTIFICATE OF AMENDMENT  
OF THE  
CERTIFICATE OF INCORPORATION  
OF

PARADYSZ MATERA COMPANY, INC.

(Insert Name of Domestic Corporation)

Under Section 805 of the Business Corporation Law

Filer's Name Gaye Greenwald, Norris, McLaughlin & Marcus

Address 721 Route 202-206, Suite 200

City, State and Zip Code Bridgewater, NJ 08807

NOTE: This form was prepared by the New York State Department of State. It does not contain all optional provisions under the law. You are not required to use this form. You may draft your own form or use forms available at legal stationery stores. The Department of State recommends that all documents be prepared under the guidance of an attorney. The certificate must be submitted with a \$60 filing fee, plus the required tax on shares pursuant to §180 of the Tax Law, if applicable.

For Office Use Only

*JCC*

STATE OF NEW YORK  
DEPARTMENT OF STATE

FILED MAY 04 2011

TAX \$ \_\_\_\_\_

BY: *[Signature]*

*New York*

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***STATE OF NEW YORK***

***DEPARTMENT OF STATE***

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.



WITNESS my hand and official seal of the Department of State, at the City of Albany, on May 4, 2011.

A handwritten signature in black ink, appearing to read "Daniel E. Shapiro".

Daniel E. Shapiro  
First Deputy Secretary of State

Rev. 06/07