

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
Searchignite, Inc.		04/07/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	IgnitionOne, Inc.		
Street Address:	32 Avenue of the Americas		
Internal Address:	6th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	85234681	IGNITION ONE	
Serial Number:	78741156	SEARCHIGNITE	
Serial Number:	78857573	SPOT	
CORRESPONDENCE DATA			
Fax Number:	(212)684-3999		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-684-3900		
Email:	efiling@grr.com		
Correspondent Name:	Maria A. Savio		
Address Line 1:	270 Madison Avenue		
Address Line 2:	8th Floor		
Address Line 4:	New York, NEW YORK 10016-0601		
ATTORNEY DOCKET NUMBER:	5347/102		
NAME OF SUBMITTER:	Maria A. Savio		

OP \$90.00 85234681

Signature:	/Maria A. Savio/
Date:	05/17/2011
Total Attachments: 1 source=Searchignite, Inc. Cert. Of Amendment 5-3-11#page1.tif	

STATE OF DELAWARE
CERTIFICATE OF AMENDMENT OF
CERTIFICATE OF INCORPORATION OF
SEARCHIGNITE, INC.

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

FIRST: The Board of Directors of SearchIgnite, Inc., by unanimous consent of its members, adopted a resolution proposing and declaring advisable the following amendment of the Certificate of Incorporation of said corporation:

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

"The name of this corporation is IgnitionOne, Inc."

SECOND: That in lieu of a meeting and vote of the sole shareholder, the sole shareholder of said corporation has approved the amendment in accordance with the provisions of Section 228 of the General Corporation Law of the State of Delaware.

THIRD: That said amendment was duly adopted in accordance with the provisions of Sections 242 and 228 of the General Corporation Law of the State of Delaware.

FOURTH: That this Certificate of Amendment of the Certificate of Incorporation shall be effective on April 11, 2011.

IN WITNESS WHEREOF, said corporation has caused this certificate to signed
this 7th day of April, 2011.

SEARCHIGNITE, INC.

By: 

Print Name: WILL MARGULOFF

Print Title: CHAIRMAN