

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Diversified Investment Advisors, Inc.		04/21/2011	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Diversified Retirement Corporation		
<b>Street Address:</b>	440 Mamaroneck Avenue		
<b>City:</b>	Harrison		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10528		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 13</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3775959	403(B)READY	
Serial Number:	85294073	DIVERSIFIED DIRECT	
Registration Number:	2494073	ENROLLXPRESS	
Registration Number:	3313129	GET COMFORTABLE WITH YOUR RETIREMENT PLAN	
Registration Number:	3531592	ONTRACK	
Registration Number:	3656817	ONTRACK	
Serial Number:	85302214	PLAN OF A LIFETIME	
Registration Number:	3884449	PLANXPRESS	
Registration Number:	3750796	PORTFOLIOXPRESS	
Serial Number:	85160579	RETIRETRACK	
Registration Number:	3732877	SAVEXPRESS	
Registration Number:	3307804	THE DIVERSIFIED DIFFERENCE	
Registration Number:	3230312	WANT IN?	

CH \$340.00 3775959

CORRESPONDENCE DATA

Fax Number: (860)392-5058  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: (860)392-5014  
Email: trademark@jordenusa.com  
Correspondent Name: Diane Duhaime, Jordan Burt LLP  
Address Line 1: 175 Powder Forest Drive  
Address Line 2: Suite 301  
Address Line 4: Simsbury, CONNECTICUT 06089

ATTORNEY DOCKET NUMBER:	50036-0002
NAME OF SUBMITTER:	Diane Duhaime
Signature:	/Diane Duhaime/
Date:	08/24/2011
Total Attachments: 1 source=Certificate of Amendment of Certificate of Incorporation#page1.tif	

**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  
Diversified Investment Advisors, Inc.

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:

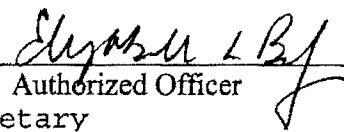
**RESOLVED**, that the Certificate of Incorporation of this corporation be amended by changing the Article thereof numbered "FIRST" so that, as amended, said Article shall be and read as follows:

FIRST: The name of the Corporation is Diversified Retirement Corporation.

**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 21st day of April, 2011.

By:   
Authorized Officer  
Title: Secretary

Name: Elizabeth Belanquer  
Print or Type

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 10:00 AM 05/06/2011  
FILED 10:00 AM 05/06/2011  
SRV 110508828 - 2313304 FILE

RECORDED: 08/24/2011

**TRADEMARK**  
REEL: 004611 FRAME: 0063