

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
	SalesSquared, Inc.		11/30/2011
			Entity Type
			CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Bloomfire, Inc.		
Street Address:	2706 Greenlee		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78703		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	77931406	BLOOMFIRE
CORRESPONDENCE DATA			
Fax Number:	(512)853-8801		
Phone:	512-853-8800		
Email:	dkgpto@intprop.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Dwayne K. Goetzel		
Address Line 1:	P.O. Box 398		
Address Line 4:	Austin, TEXAS 78767-0398		
ATTORNEY DOCKET NUMBER:	6613-00100		
NAME OF SUBMITTER:	Dwayne K. Goetzel		
Signature:	/Dwayne K. Goetzel/		
Date:	12/19/2011		
Total Attachments: 3 source=SalesSquared Name Change to Bloomfire#page1.tif source=SalesSquared Name Change to Bloomfire#page2.tif source=SalesSquared Name Change to Bloomfire#page3.tif			

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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 "SALESSQUARED, INC.", CHANGING ITS NAME FROM "SALESSQUARED, INC." TO "BLOOMFIRE, INC.", FILED IN THIS OFFICE ON THE THIRTIETH DAY OF NOVEMBER, A.D. 2011, AT 6:21 O'CLOCK P.M.

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

5047754 8100

111242852

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9190504

DATE: 11-30-11

TRADEMARK
REEL: 004682 FRAME: 0693

**CERTIFICATE OF AMENDMENT
TO
AMENDED AND RESTATED CERTIFICATE OF INCORPORATION
OF
SALESSQUARED, INC.**

**(Pursuant to Section 242 of the
General Corporation Law of the State of Delaware)**

SalesSquared, Inc. (the "**Corporation**"), a corporation organized and existing under the General Corporation Law of the State of Delaware as set forth in Title 8 of the Delaware Code (the "**DGCL**"), hereby certifies as follows:

1. The name of the Corporation is SalesSquared, Inc.

2. The Corporation was originally incorporated on October 26, 2011 pursuant to the DGCL.

3. The Corporation's Certificate of Incorporation was amended and restated on November 22, 2011 by filing an Amended and Restated Certificate of Incorporation (the "**Amended and Restated Certificate**") with the Secretary of State of the State of Delaware pursuant to the DGCL.

4. Pursuant to Section 242 of the DGCL, this Certificate of Amendment to Amended and Restated Certificate of Incorporation amends one provision of the Amended and Restated Certificate.

5. Article First of the Amended and Restated Certificate is hereby amended and restated in its entirety to read as follows:

"FIRST: The name of this corporation is Bloomfire, Inc. (the "**Corporation**")."

6. This Certificate of Amendment to Amended and Restated Certificate of Incorporation was duly adopted by the Corporation's directors and stockholders in accordance with the applicable provisions of Sections 141, 228, and 242 of the DGCL.

[Signature Page Follows]

IN WITNESS WHEREOF, the undersigned, being the Corporation's President and Chief Executive Officer, does hereby declare and certify that this is the act and deed of the Corporation and the facts stated herein are true, and accordingly has signed this Certificate of Amendment to Amended and Restated Certificate of Incorporation on November 30, 2011.

SALESSQUARED, INC.

By: /s/Craig B. Malloy
Name: Craig B. Malloy
Title: President and Chief Executive Officer

SIGNATURE PAGE TO
CERTIFICATE OF AMENDMENT
TO
AMENDED AND RESTATED CERTIFICATE OF INCORPORATION
OF
SALESSQUARED, INC.