

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|--|-----------------|-----------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | MERGER | | |
| EFFECTIVE DATE: | 01/12/2012 | | |
| CONVEYING PARTY DATA | | | |
| | Name | Formerly | Execution Date |
| | HC Plexus, Inc. | | 01/12/2012 |
| | | | Entity Type |
| | | | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | LBB Acquisition Sub, Inc. | | |
| Street Address: | 3280 Peachtree Road | | |
| Internal Address: | Suite 600 | | |
| City: | Atlanta | | |
| State/Country: | GEORGIA | | |
| Postal Code: | 30305 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 5 | | | |
| | Property Type | Number | Word Mark |
| Serial Number: | | 85375160 | THE LITTLE BLUE BOOK |
| Serial Number: | | 85375156 | THE LITTLE BLUE BOOK |
| Serial Number: | | 85072884 | TLBBMOBILE |
| Serial Number: | | 85072869 | THE LITTLE BLUE BOOK MOBILE |
| Serial Number: | | 85133697 | HCPLEXUS |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (803)255-9831 | | |
| Phone: | (803) 799-2000 | | |
| Email: | ip@nelsonmullins.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: | Nelson Mullins Riley & Scarborough LLP | | |
| Address Line 1: | 100 North Tryon Street | | |

CH \$140.00 85375160

Address Line 2: 42nd Floor, IP Department
Address Line 4: Charlotte, NORTH CAROLINA 28202

| | |
|-------------------------|------------------|
| ATTORNEY DOCKET NUMBER: | 35481/09017 |
| NAME OF SUBMITTER: | Charles G. Zug |
| Signature: | /Charles G. Zug/ |
| Date: | 01/17/2012 |

Total Attachments: 3
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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 MERGER, WHICH MERGES:

"HCPLEXUS, INC.", A DELAWARE CORPORATION,
WITH AND INTO "LBB ACQUISITION SUB, INC." UNDER THE NAME OF "LBB ACQUISITION SUB, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE TWELFTH DAY OF JANUARY, A.D. 2012, AT 6:06 O'CLOCK P.M.


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

5080307 8100M

120043773



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


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9296204

DATE: 01-13-12

TRADEMARK
REEL: 004699 FRAME: 0560

CERTIFICATE OF MERGER

MERGING

HCPLEXUS, INC.
a Delaware corporation

WITH AND INTO

LBB ACQUISITION SUB, INC.
a Delaware corporation

Pursuant to Section 251 of the General Corporation Law of the State of Delaware (the "DGCL"), LBB Acquisition Sub, Inc., a Delaware corporation, certifies that:

1. The names and states of incorporation of each of the constituent entities are HCplexus, Inc., a Delaware corporation, and LBB Acquisition Sub, Inc., a Delaware corporation.

2. An Agreement and Plan of Merger has been duly approved, adopted, executed and acknowledged by each of HCplexus, Inc. and LBB Acquisition Sub, Inc. in accordance with Section 251 of the DGCL.

3. The name of the surviving corporation is LBB Acquisition Sub, Inc. (the "Surviving Corporation").

4. The Certificate of Incorporation of the Surviving Corporation shall be its Certificate of Incorporation.

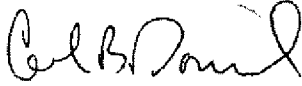
5. The executed Agreement and Plan of Merger is on file at the principal place of business of the Surviving Corporation, which is located at 3280 Peachtree Road, Suite 600, Atlanta, GA 30305.

6. A copy of the Agreement and Plan of Merger will be furnished by the Surviving Corporation, on request and without cost, to any stockholder of HCplexus, Inc. or LBB Acquisition Sub, Inc.

[Signature is on the following page.]

IN WITNESS WHEREOF, the undersigned, a duly authorized officer, has duly executed this Certificate of Merger merging HCplexus, Inc. with and into LBB Acquisition Sub, Inc. on January 12, 2012.

LBB ACQUISITION SUB, INC.

By: _____

Name: Colin Daniel

Title: Vice President, Finance

[Signature Page to Certificate of Merger]