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
Honey, Inc.	FORMERLY Locastic, Inc.	09/14/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Punchey, Inc.
Street Address:	18 Hurley Street
City:	Cambridge
State/Country:	MASSACHUSETTS
Postal Code:	02141
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	85285458	GET HONEY.
Serial Number:	85285448	GET HONEY.
Serial Number:	85285455	GET HONEY.
Serial Number:	85285469	GET HONEY.
Serial Number:	85286742	GET HONEY.
Serial Number:	85286728	HONEY
Serial Number:	85286730	HONEY
Serial Number:	85319982	HONEY "SWEETEN THE DEAL"

CH $215.00 85285458

CORRESPONDENCE DATA

Fax Number: (215)832-5767
Phone: 2155695767
Email: perry@blankrome.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: David M. Perry

Address Line 1:	One Logan Square
Address Line 2:	8th Floor
Address Line 4:	Philadelphia, PENNSYLVANIA 19103-6998

ATTORNEY DOCKET NUMBER:	136484-00101
NAME OF SUBMITTER:	David M. Perry
Signature:	/David M. Perry/
Date:	01/25/2012

Total Attachments: 2
source=Honey to Punchey#page1.tif
source=Honey to Punchey#page2.tif

Delaware

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 "HONEY, INC.", CHANGING ITS NAME FROM "HONEY, INC." TO "PUNCHEY, INC.", FILED IN THIS OFFICE ON THE FOURTEENTH DAY OF SEPTEMBER, A.D. 2011, AT 12:44 O'CLOCK P.M.

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

Jeffrey W. Bullock, Secretary of State

4908328 8100

AUTHENTICATION: 9027793

111004708

DATE: 09-14-11

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

State of Delaware
Secretary of State
Division of Corporations
Delivered 01:06 PM 09/14/2011
FILED 12:44 PM 09/14/2011
SRV 111004708 - 4908328 FILE

CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF INCORPORATION
OF
HONEY, INC.

Honey, Inc. (the "Corporation"), a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware, does hereby certify:

FIRST: That the Board of Directors of the Corporation has adopted a resolution proposing and declaring advisable an Amendment to the Certificate of Incorporation of the Corporation changing the name of the Corporation to "Punchey, Inc." The resolution setting forth the proposed amendment is as follows:

> RESOLVED, that the Certificate of Incorporation of the Corporation be amended by changing Article I thereof, so that, as amended, said Article I shall be and read as follows:
>
> The name of the Corporation is "Punchey, Inc.

SECOND: That in lieu of a meeting and vote of stockholders, the holders of outstanding shares of common stock having not less than the minimum number of votes which would be necessary to authorized to take such action at a meeting at which all shares entitled to vote thereon were present and voted have given their written consent to said 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 Section 242 and Section 228 of the General Corporation Law of the State of Delaware

IN WITNESS WHEREOF, the Corporation has caused this certificate to be signed this 14th day of September, 2011.

HONEY, INC.

By: /s/ Nathaniel Stevens
Name: Nathaniel Stevens
Title: Chief Executive Officer