

## 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
LBB Acquisition Sub, Inc.		01/20/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Little Blue Book, 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:	85133697	HCPLEXUS	
Serial Number:	85072884	TLBBMOBILE	
Serial Number:	85072869	THE LITTLE BLUE BOOK MOBILE	
Serial Number:	85375156	THE LITTLE BLUE BOOK	
Serial Number:	85375160	THE LITTLE BLUE BOOK	
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		
Address Line 2:	42nd Floor, IP Department		
Address Line 4:	Charlotte, NORTH CAROLINA 28202		

CH \$140.00 85133697

ATTORNEY DOCKET NUMBER:	35481/09021
NAME OF SUBMITTER:	Charles G. Zug
Signature:	/Charles G. Zug/
Date:	02/07/2012
Total Attachments: 3 source=Change of Name - TLBB#page1.tif source=Change of Name - TLBB#page2.tif source=Change of Name - TLBB#page3.tif	

# 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 "LBB ACQUISITION SUB, INC.", CHANGING ITS NAME FROM "LBB ACQUISITION SUB, INC." TO "THE LITTLE BLUE BOOK, INC.", FILED IN THIS OFFICE ON THE TWENTIETH DAY OF JANUARY, A.D. 2012, AT 5:22 O'CLOCK P.M.

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

5080307 8100

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You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 9312903

DATE: 01-23-12

TRADEMARK  
REEL: 004712 FRAME: 0314

**FIRST AMENDMENT TO THE  
CERTIFICATE OF INCORPORATION  
OF  
LBB ACQUISITION SUB, INC.**

LBB Acquisition Sub, Inc., a corporation organized and existing under and by virtue of the provisions of the Delaware General Corporation Law (the "*DGCL*"), does hereby certify:

**ONE:** The present name of the corporation is LBB Acquisition Sub, Inc. (the "*Corporation*").

**TWO:** The date of filing of the original Certificate of Incorporation of this Corporation with the Secretary of State of the State of Delaware was December 14, 2011.

**THREE:** This First Amendment to the Certificate of Incorporation (this "*Certificate of Amendment*") amends the present Certificate of Incorporation of the Corporation (the "*Certificate*"), and was duly approved and adopted in accordance with the provisions of Section 242 of the DGCL, by its board of directors in accordance with Section 141 of the DGCL and by its stockholders in accordance with Section 228 of the DGCL.

**RESOLVED:**

**ARTICLE I**

This Certificate of Amendment shall become effective immediately upon its filing with the Secretary of State of the State of Delaware.

**ARTICLE II**

Article I of the Certificate is deleted in its entirety, and the following substituted in lieu thereof:

The name of the corporation is The Little Blue Book, Inc. (the "*Corporation*").

[Signature is on the following page]

I, the undersigned, as the Vice President of Finance of LBB Acquisition Sub, Inc., have signed this First Amendment to the Certificate of Incorporation on January 20, 2012.

By: /s/ Colin Daniel  
Name: Colin Daniel  
Title: Vice President, Finance

[Signature Page to the First Amendment to the Certificate of Incorporation]

RECORDED: 02/07/2012

TRADEMARK  
REEL: 004712 FRAME: 0316