

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
MARITZ INC.		05/30/2008	CORPORATION: MISSOURI

<b>RECEIVING PARTY DATA</b>	
Name:	MARITZ HOLDINGS INC.
Street Address:	1375 North Highway Drive
City:	Fenton
State/Country:	MISSOURI
Postal Code:	63099
Entity Type:	CORPORATION: MISSOURI

<b>PROPERTY NUMBERS Total: 19</b>		
Property Type	Number	Word Mark
Registration Number:	3356360	E
Registration Number:	3198701	MARITZ TRAVEL INSIGHT
Registration Number:	3132119	DISCOVERYTAB
Registration Number:	3055146	MARITZ MCGETTIGAN
Registration Number:	2989456	MARITZ LOYALTY MAXIMIZER
Registration Number:	3090911	REWARDDIRECT
Registration Number:	3066530	REWARDEXPRESS
Registration Number:	3493384	MARITZ RECOGNITION STUDIO
Registration Number:	2736287	
Registration Number:	2591532	MARITZ STATS
Registration Number:	2505558	EQUEST
Registration Number:	2043280	SPEAKBACK!
Registration Number:	2122049	VIRTUAL CUSTOMERS
Registration Number:	1750363	MORE THAN MEASUREMENT

OP \$490.00 3356360

Registration Number:	1690457	LOYALTY MARKETING SYSTEM
Registration Number:	1438291	MARITZ
Registration Number:	1322618	IDEASYSTEM
Registration Number:	1349928	EXCLUSIVELY YOURS
Registration Number:	0747058	MARITZ

**CORRESPONDENCE DATA**

Fax Number: (314)345-7600  
Phone: 314-345-7000  
Email: kbastunas@senniger.com  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Correspondent Name: Senniger Powers LLP- Paul Fleischut  
Address Line 1: 100 North Broadway, 17th Floor  
Address Line 4: St. Louis, MISSOURI 63102

ATTORNEY DOCKET NUMBER:	MRZ 9964
NAME OF SUBMITTER:	Paul I. J. Fleischut
Signature:	/paul fleischut/
Date:	02/10/2012

Total Attachments: 3  
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File Number:

00041694

Date Filed: 05/30/2008

Robin Carnahan

Secretary of State

**AMENDMENT OF ARTICLES OF INCORPORATION  
OF  
MARITZ INC.**

**HONORABLE ROBIN CARNAHAN  
SECRETARY OF STATE  
STATE OF MISSOURI  
JEFFERSON CITY, MISSOURI 65101**

Pursuant to the provisions of The General and Business Corporation Law of Missouri, the undersigned Corporation certifies the following:

**SECTION 1**

The present name of the Corporation is Maritz Inc. The name under which it was originally organized is Maritz Watch Company.

An amendment to the Corporation's Restated Articles of Incorporation was adopted by the shareholders of the Corporation on May 29, 2008.

**SECTION 2**

Article FIRST of the Restated Articles of Incorporation of Maritz Inc. is amended to read in its entirety as follows:

**FIRST** : The name of this corporation (which is sometimes hereinafter referred to as the "corporation" and sometimes as the "company") shall be Maritz Holdings Inc.

**SECTION 3**

All of the 1,670,198 shares of Class A common stock, par value 2 1/2¢ per share, outstanding were entitled to vote on the foregoing amendment. 1,670,198 shares of Class A common stock were voted for said amendment, and no shares of Class A common stock were voted against said amendment.

**SECTION 4**

The Amendment did not provide for any exchange, reclassification, or cancellation of issued shares, or a reduction of the number of authorized shares of any class below the value of issued shares of that class.

State of Missouri  
Amend/Restate - Gen Bus 2 Page(s)

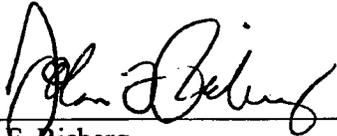
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REEL: 004715 FRAME: 0139

In affirmation thereof the facts stated above are true and correct.

**MARITZ INC.**

By   
John F. Risberg  
Senior Executive Vice President,  
Chief Administrative Officer and  
General Counsel

Dated: May 30, 2008

# State of Missouri



Robin Carnahan  
Secretary of State

## CERTIFICATE OF AMENDMENT

WHEREAS,

*Maritz Holdings Inc.*  
00041694

Formerly,

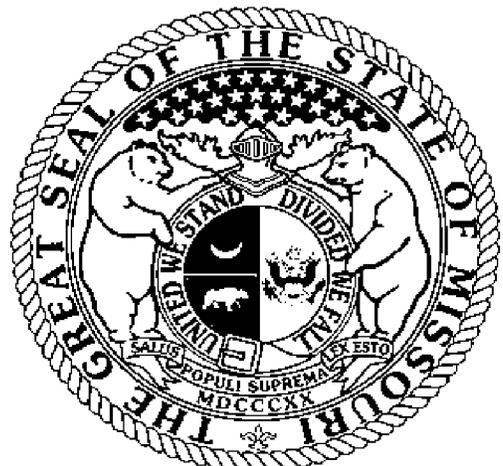
*MARITZ INC.*

A corporation organized under The General and Business Corporations Law has delivered to me a Certificate of Amendment of its Articles of Incorporation and has in all respects complied with the requirements of law governing the Amendment of Articles of Incorporation under The General Business Corporation Law, and that the Articles of Incorporation of said corporation are amended in accordance therewith.

IN TESTIMONY WHEREOF, I hereunto  
set my hand and cause to be affixed the  
GREAT SEAL of the State of Missouri.  
Done at the City of Jefferson, this  
30th day of May, 2008.

A handwritten signature in cursive script that reads "Robin Carnahan".

Secretary of State



TRADEMARK