

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
Springboard		03/02/2012	CORPORATION:
RECEIVING PARTY DATA			
Name:	Advertising for Humanity		
Street Address:	195 Binney Street		
City:	Cambridge		
State/Country:	MASSACHUSETTS		
Postal Code:	02142		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	85214159	ADVERTISING FOR HUMANITY	
Registration Number:	3534668	HOMEWALK	
Registration Number:	3534670	HOMEWALK	
CORRESPONDENCE DATA			
Fax Number:	(212)743-8120		
Phone:	212-889-0575		
Email:	karen@perlmanandperlman.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:	Karen Wu		
Address Line 1:	41 Madison Avenue		
Address Line 2:	Suite 4000		
Address Line 4:	New York, NEW YORK 10010		
NAME OF SUBMITTER:	Karen I. Wu		
Signature:	/Karen I. Wu/		

OP \$90.00 85214159

Date:

03/02/2012

Total Attachments: 2

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APR 20 2011

CERTIFICATE OF AMENDMENT
OF
ARTICLES OF INCORPORATION
OF
SPRINGBOARD,
a California Corporation

The undersigned certify that:

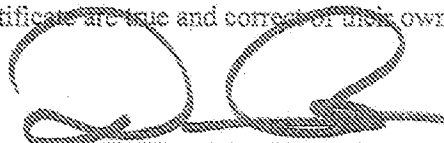
1. They are the President and Secretary, respectively, of Springboard, a California corporation (the "Corporation").
2. Article I of the Articles of Incorporation of the Corporation is amended to read as follows:

The name of the corporation is Advertising for Humanity.

3. The foregoing amendment of the Articles of Incorporation has been duly approved by the Board of Directors of the Corporation.
4. The foregoing amendment of the Articles of Incorporation has been duly approved by the required vote of shareholders in accordance with Section 902 of the California Corporations Code. The total number of outstanding shares of the corporation is 100. The number of shares voting in favor of the amendment equaled or exceeded the vote required. The percentage vote required was more than 50%.

The undersigned further declares under penalty of perjury under the laws of the State of California that the matters set forth in this certificate are true and correct to their own knowledge.

Dated: April 18, 2011



Dan Pallotta, President



Dan Pallotta, Secretary



68896-00401/1774329.1



I hereby certify that the foregoing
transcript of _____ page(s)
is a full, true and correct copy of the
original record in the custody of the
California Secretary of State's office.

MAY - 5 2011

Date: _____ *[Signature]*

[Signature]
DEBRA BOWEN, Secretary of State