

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

| SUBMISSION TYPE:   | NEW ASSIGNMENT                |                |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
|--|-------------------------------|----------------|------------------------|---------------|-------------------------------|----------------|----------------|----------------------------------|-------------------|------------|------------------------|-------|--------|--|--|----------------|-----------|--|--|--------------|-------|--|--|--------------|------------------------|--|--|
| NATURE OF CONVEYANCE:  | CHANGE OF NAME                |                |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| CONVEYING PARTY DATA   |                               |                |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Retail Maintenance Service, Inc.</td> <td></td> <td>04/05/2011</td> <td>CORPORATION: WISCONSIN</td> </tr> </tbody> </table>   |                               |                |                        | Name          | Formerly                      | Execution Date | Entity Type    | Retail Maintenance Service, Inc. |                   | 04/05/2011 | CORPORATION: WISCONSIN |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| Name   | Formerly                      | Execution Date | Entity Type            |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| Retail Maintenance Service, Inc.   |                               | 04/05/2011     | CORPORATION: WISCONSIN |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| RECEIVING PARTY DATA   |                               |                |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| <table border="1"> <tr> <td>Name:</td> <td colspan="3">Ascential Service Corporation</td> </tr> <tr> <td>Street Address:</td> <td colspan="3">2200 South Street</td> </tr> <tr> <td>City:</td> <td colspan="3">Racine</td> </tr> <tr> <td>State/Country:</td> <td colspan="3">WISCONSIN</td> </tr> <tr> <td>Postal Code:</td> <td colspan="3">53404</td> </tr> <tr> <td>Entity Type:</td> <td colspan="3">CORPORATION: WISCONSIN</td> </tr> </table> |                               |                |                        | Name:         | Ascential Service Corporation |                |                | Street Address:                  | 2200 South Street |            |                        | City: | Racine |  |  | State/Country: | WISCONSIN |  |  | Postal Code: | 53404 |  |  | Entity Type: | CORPORATION: WISCONSIN |  |  |
| Name:  | Ascential Service Corporation |                |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| Street Address:  | 2200 South Street             |                |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| City:  | Racine                        |                |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| State/Country:   | WISCONSIN                     |                |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| Postal Code:   | 53404                         |                |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| Entity Type:   | CORPORATION: WISCONSIN        |                |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| PROPERTY NUMBERS Total: 1  |                               |                |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Serial Number:</td> <td>85237122</td> <td>ASCENTIAL</td> </tr> </tbody> </table>   |                               |                |                        | Property Type | Number                        | Word Mark      | Serial Number: | 85237122                         | ASCENTIAL         |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| Property Type  | Number                        | Word Mark      |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| Serial Number:   | 85237122                      | ASCENTIAL      |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| CORRESPONDENCE DATA  |                               |                |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| Fax Number: (414)273-5198<br>Phone: 414-273-3500<br>Email: nakees@gklaw.com<br><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i><br>Correspondent Name: Nicholas A. Kees; Godfrey & Kahn, S.C.<br>Address Line 1: 780 N. Water Street<br>Address Line 4: Milwaukee, WISCONSIN 53202  |                               |                |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| ATTORNEY DOCKET NUMBER:  | 053815-0005                   |                |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| NAME OF SUBMITTER:   | Nicholas A. Kees              |                |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| Signature:   | /Nicholas A. Kees/            |                |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| Date:  | 03/16/2012                    |                |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |
| Total Attachments: 2<br>source=ascent#page1.tif<br>source=ascent#page2.tif   |                               |                |                        |               |                               |                |                |                                  |                   |            |                        |       |        |  |  |                |           |  |  |              |       |  |  |              |                        |  |  |

CH \$40.00 85237122

RECEIVED - DEPT OF  
FINANCIAL INSTITUTIONS  
STATE OF WISCONSIN

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2011 APR -7 AM 10: 27 AMENDMENT TO ARTICLES OF INCORPORATION

OF

RETAIL MAINTENANCE SERVICE, INC.

Pursuant to the consent of the Board of Directors and Shareholder of Retail Maintenance Service, Inc., a Wisconsin corporation (the "Corporation"), and in accordance with Section 180.1003 of the Wisconsin Business Corporation Law, the following resolution was duly adopted as of April 5th, 2011:

BE IT RESOLVED, that the Articles of Incorporation of the Corporation be, and they hereby are, amended by deleting Article I thereof and inserting in its place the following:

ARTICLE I

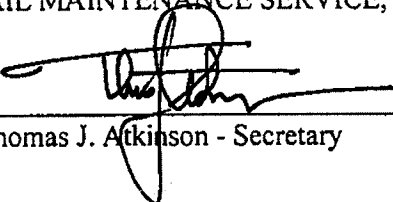
Name

The name of the Corporation shall be: Ascential Service Corporation

IN WITNESS WHEREOF, the undersigned has executed this instrument as of the 5th day of April, 2011.

OK  
JA  
A064990

RETAIL MAINTENANCE SERVICE, INC.

By:   
Thomas J. Atkinson - Secretary

This instrument was drafted by:

David R. Navarre  
Godfrey & Kahn, S.C.  
780 North Water Street  
Milwaukee, WI 53202

MAR 16 2011 KC  
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**ARTICLES OF AMENDMENT** - Chapter 190

- Changes Name

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