

## 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
RHO Acquisition LLC		03/28/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Chasing Fireflies, LLC		
Street Address:	1 HSN Drive		
City:	St. Petersburg		
State/Country:	FLORIDA		
Postal Code:	33729		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	3360642	CHASING FIREFLIES	
Registration Number:	3360643	CHASING FIREFLIES	
Registration Number:	3535068	WISHCRAFT	
Registration Number:	3435346	WISHCRAFT	
Registration Number:	3572410	WISH CERTIFICATE	
Registration Number:	3665786	WISH REGISTRY	
Serial Number:	85489922	WISHWORKS	
Serial Number:	85573760	WISHWORKS	
Serial Number:	85573794	WISHWORKS	
CORRESPONDENCE DATA			
Fax Number:	(813)229-4133		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	813-223-7000		

CH \$240.00 3360642

Email: trademarks@carltonfields.com  
Correspondent Name: William Giltinan  
Address Line 1: P.O. Box 3239  
Address Line 2: Attn: IP Dept.  
Address Line 4: Tampa, FLORIDA 33601-3239

ATTORNEY DOCKET NUMBER:	55270/00701
NAME OF SUBMITTER:	William Giltinan
Signature:	/William Giltinan/
Date:	04/12/2012

**Total Attachments: 2**

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# 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 "RHO ACQUISITION LLC", CHANGING ITS NAME FROM "RHO ACQUISITION LLC" TO "CHASING FIREFLIES, LLC", FILED IN THIS OFFICE ON THE SECOND DAY OF APRIL, A.D. 2012, AT 10:12 O'CLOCK A.M.

5116753 8100

120382209



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: 9473788

DATE: 04-02-12

TRADEMARK  
REEL: 004755 FRAME: 0307

**STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT**

1. Name of Limited Liability Company: RHO Acquisition LLC
  
2. The Certificate of Formation of the limited liability company is hereby amended as follows:

Section 1 of the Certificate of Formation shall be amended as follows:

\*1. Name. The name of the limited liability company formed hereby is Chasing Fireflies, LLC."

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 28th day of March, A.D. 2012.

By: 

Authorized Person(s)

Name: James Pekarek, Manager, Sec. & Treas.

Print or Type