

## 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
RAZOR BUSINESS CONSULTANTS, LLC		05/03/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	ANSIRA PARTNERS, LLC		
Street Address:	2300 Locust Street		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63103		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3337527	CUSTOM BUILT MARKETING SOLUTIONS	
Registration Number:	3281039	CUSTOM BUILT RETAIL MARKETING	
Registration Number:	1365893	OPTIMAIL	
Registration Number:	3451587	PRECISION MARKETING ONLINE	
CORRESPONDENCE DATA			
Fax Number:	3128622200		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3128623312		
Email:	patrick.lau@kirkland.com		
Correspondent Name:	Kirkland & Ellis LLP		
Address Line 1:	300 North LaSalle		
Address Line 2:	c/o Patrick Lau, Legal Assistant		
Address Line 4:	Chicago, ILLINOIS 60654		
ATTORNEY DOCKET NUMBER:	38609-23 PL		

CH \$115.00 3337527

NAME OF SUBMITTER:	Patrick Lau
Signature:	/pl/
Date:	04/23/2012
<b>Total Attachments: 3</b> source=ANSIRA PARTNERS LLC DE CC-DE- Secretary of State-177278-1#page1.tif source=ANSIRA PARTNERS LLC DE CC-DE- Secretary of State-177278-1#page2.tif source=ANSIRA PARTNERS LLC DE CC-DE- Secretary of State-177278-1#page3.tif	

# Delaware

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*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 "RAZOR BUSINESS CONSULTANTS, LLC", CHANGING ITS NAME FROM "RAZOR BUSINESS CONSULTANTS, LLC" TO "ANSIRA PARTNERS, LLC", FILED IN THIS OFFICE ON THE THIRD DAY OF MAY, A.D. 2011, AT 6:41 O'CLOCK P.M.

4908374 8100

120459386



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 9521017

DATE: 04-23-12

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

TRADEMARK  
REEL: 004762 FRAME: 0809

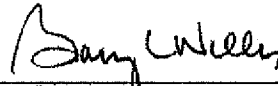
**CERTIFICATE OF AMENDMENT  
TO THE  
CERTIFICATE OF FORMATION  
OF  
RAZOR BUSINESS CONSULTANTS, LLC**

**FIRST:** The name of the limited liability company is Razor Business Consultants, LLC (the "Company").

**SECOND:** Article 1 of the Certificate of Formation of the Company is hereby amended to read in its entirety as follows:

"FIRST: The name of the limited liability company is Ansira Partners, LLC (the "Company")."

**IN WITNESS WHEREOF**, the undersigned has duly executed this Certificate of Amendment to the Certificate of Formation this 3<sup>rd</sup> day of May, 2011.

By:   
Name: Gary L. Weller  
Title: Authorized Person

**ANSIRA PARTNERS, INC.**  
**2300 Locust Street**  
**St. Louis, MO 63101**

The undersigned, Ansira Partners, Inc., a Delaware corporation, hereby gives its consent to the use of the name Ansira Partners, LLC in the State of Delaware by Razor Business Consultants, LLC in connection with the filing of a certificate of amendment to that limited liability company's certificate of formation in the State of Delaware changing its name to Ansira Partners, LLC.

Dated: May 3rd, 2011

**ANSIRA PARTNERS, INC.**

By: Gary L. Weller  
Name: Gary L. Weller  
Title: Exec. V.P. and CFO