

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
trueSEF LLC		10/18/2011	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA	
Name:	SwapCo Holdings LLC
Street Address:	165 5th Avenue
Internal Address:	Suite 902
City:	New York
State/Country:	NEW YORK
Postal Code:	10010
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Serial Number:	85445863	TRADEON
Serial Number:	85370520	TRUEBOT
Serial Number:	85366615	TRUESEF

CORRESPONDENCE DATA	
Fax Number:	2158511420
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	215-851-8100
Email:	phlipdocketing@reedsmith.com
Correspondent Name:	Carl H. Pierce
Address Line 1:	1650 Market Street
Address Line 2:	Reed Smith LLP
Address Line 4:	Philadelphia, PENNSYLVANIA 19103

ATTORNEY DOCKET NUMBER:	11-40119-US
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OP \$90.00 85445863

NAME OF SUBMITTER:	Carl H. Pierce
Signature:	/Carl H. Pierce/
Date:	04/30/2012
Total Attachments: 2 source=trueSEF to SwapCo Holdings#page1.tif source=trueSEF to SwapCo Holdings#page2.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 "TRUESEF LLC", CHANGING ITS NAME FROM "TRUESEF LLC" TO "SWAPCO HOLDINGS LLC", FILED IN THIS OFFICE ON THE EIGHTEENTH DAY OF OCTOBER, A.D. 2011, AT 1:02 O'CLOCK P.M.

4887991 8100

111110987



You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9101123

DATE: 10-19-11

TRADEMARK
REEL: 004767 FRAME: 0248

CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF FORMATION
OF
trueSEF LLC

Under and pursuant to Section 18-202 of the Delaware Limited Liability Company Act

It is hereby certified that:

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

SECOND: Article "First" of the Certificate of Formation of the Company is hereby amended by deleting Article "First" in its entirety and replacing it with the following:

"**FIRST:** The name of the limited liability company is SwapCo Holdings LLC (the "Company")."

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Amendment of truSEF this 18th day of October, 2011.

S/S Diane Linder Lavine
Name: Diane Linder Lavine
Title: Authorized Person