

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	12/31/2011		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Good Carrot, Inc.		12/31/2011
			Entity Type
			CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Marketing Evolution, Inc.		
Street Address:	4364 Town Center Blvd		
Internal Address:	Suite 320		
City:	El Dorado Hills		
State/Country:	CALIFORNIA		
Postal Code:	95762		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	85501381	SIRF
CORRESPONDENCE DATA			
Fax Number:	5128538801		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	512-853-8800		
Email:	ebmpto@intprop.com		
Correspondent Name:	Eric B. Meyertons		
Address Line 1:	1120 S. Capitol of Texas Hwy.		
Address Line 2:	Bldg. 2, Suite 300		
Address Line 4:	Austin, TEXAS 78746		
ATTORNEY DOCKET NUMBER:	6047-01401/EBM		
NAME OF SUBMITTER:	Eric B. Meyertons		

CH \$40.00 85501381

Signature:	/Eric B. Meyertons/
Date:	05/02/2012
Total Attachments: 2 source=Certificate_of_Merger_-_Good_Carrot_into_Marketing_Evolution#page1.tif source=Certificate_of_Merger_-_Good_Carrot_into_Marketing_Evolution#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 MERGER, WHICH MERGES:

"GOOD CARROT, INC.", A DELAWARE CORPORATION,
WITH AND INTO "MARKETING EVOLUTION, INC." UNDER THE NAME OF "MARKETING EVOLUTION, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE THIRTIETH DAY OF DECEMBER, A.D. 2011, AT 10:50 O'CLOCK A.M.


AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2011, AT 11:59 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

3708388 8100M

111355218




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9264674

DATE: 12-30-11

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

TRADEMARK
REEL: 004770 FRAME: 0356

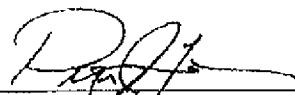
**STATE OF DELAWARE
CERTIFICATE OF MERGER
OF DOMESTIC CORPORATIONS**

Pursuant to Title 8, Section 251(c) of the Delaware General Corporation Law (the "DGCL"), the undersigned corporation executed the following Certificate of Merger:

1. The names of the constituent corporations (the "Constituent Corporations") participating in the merger (the "Merger") are Good Carrot, Inc. a Delaware corporation, and Marketing Evolution, Inc., a Delaware corporation.
2. A Merger Agreement, dated as of December 12, 2011 (the "Merger Agreement"), has been approved, adopted, executed and acknowledged by each of the Constituent Corporations in accordance with Title 8, Section 251 of the DGCL.
3. The name of the surviving corporation of the Merger is Marketing Evolution, Inc., a Delaware corporation (the "Surviving Corporation").
4. The Certificate of Incorporation of the Surviving Corporation shall be its Certificate of Incorporation.
5. The executed Merger Agreement is on file at an office of the Surviving Corporation located at 4364 Town Center Blvd., Suite 320, El Dorado Hills, CA 95762.
6. A copy of the Merger Agreement will be furnished by the Surviving Corporation, on request and without cost, to any stockholder of either Constituent Corporation.
7. The effective date of this Certificate of Merger shall be 11:59 p.m. Eastern time on December 31, 2011.

Dated this 29th day of December, 2011.

MARKETING EVOLUTION, INC.

By: 
Pete Freund, President and
Chief Operating Officer