

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
COLLECTIVE MEDIA, INC.		03/05/2012	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
Name:	COLLECTIVE, INC.
Street Address:	99 Park Avenue
Internal Address:	5th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10016
Entity Type:	CORPORATION: DELAWARE

<b>PROPERTY NUMBERS Total: 10</b>		
Property Type	Number	Word Mark
Serial Number:	85002121	THE AUDIENCE ENGINE
Serial Number:	77704179	ONE-TAG TRAFFICKING
Serial Number:	77853114	AUDIENCE HD
Serial Number:	77853028	C COLLECTIVE THE AUDIENCE ENGINE
Serial Number:	77581830	PERSONIFI
Serial Number:	77545695	COLLECTIVE VIDEO
Serial Number:	77168033	TUMRI
Serial Number:	77458389	DIRECTIVE NETWORK
Serial Number:	77442069	AMP
Serial Number:	77415883	COLLECTIVE NETWORK

<b>CORRESPONDENCE DATA</b>	
Fax Number:	9735972400
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>	

CH \$265.00 85002121

*via US Mail.*

Phone: 973-597-2500  
Email: lstrademark@lowenstein.com  
Correspondent Name: Vanessa A. Ignacio, Esq.  
Address Line 1: Lowenstein Sandler PC  
Address Line 2: 65 Livingston Avenue  
Address Line 4: Roseland, NEW JERSEY 07068-1791

ATTORNEY DOCKET NUMBER:	21081.2
NAME OF SUBMITTER:	Vanessa A. Ignacio, Esq.
Signature:	/Vanessa A. Ignacio/
Date:	08/07/2012

**Total Attachments: 2**

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source=Collective, Inc. (DE - Name Change from Collective Media, Inc.)#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 "COLLECTIVE MEDIA, INC.", CHANGING ITS NAME FROM "COLLECTIVE MEDIA, INC." TO "COLLECTIVE, INC.", FILED IN THIS OFFICE ON THE FIFTH DAY OF MARCH, A.D. 2012, AT 2:22 O'CLOCK P.M.


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

4430496 8100

120274506



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: 9408194

DATE: 03-05-12

TRADEMARK  
REEL: 004837 FRAME: 0883

**FIRST CERTIFICATE OF AMENDMENT  
OF  
FOURTH AMENDED AND RESTATED  
CERTIFICATE OF INCORPORATION  
OF  
COLLECTIVE MEDIA, INC.**

(Under Section 242 of the Delaware General Corporation Law)

The undersigned, being the President of Collective Media, Inc., a corporation organized and existing under the laws of the State of Delaware (the "**Corporation**"), does hereby amend and certify as follows:

1. The name of the Corporation is Collective Media, Inc. The Fourth Amended and Restated Certificate of Incorporation of the Corporation was filed with the Office of the Secretary of State of the State of Delaware on September 22, 2011 (the "**Charter**").

2. The Charter is hereby amended by deleting Article First in its entirety, which Article currently reads:

**"FIRST:** The name of the Corporation is Collective Media, Inc. (the "Corporation")."

; and replacing such Article with:

**"FIRST:** The name of the Corporation is Collective, Inc. (the "Corporation")."

3. This first amendment to the Charter herein certified was duly adopted by the board of directors and the stockholders of the Corporation in accordance with Sections 141(f), 228 and 242 of the General Corporation Law of the State of Delaware.

**IN WITNESS WHEREOF**, the undersigned, being a duly elected officer of the Corporation, has executed this First Certificate of Amendment of Fourth Amended and Restated Certificate of Incorporation and affirms the statements herein contained on 5<sup>th</sup> day of March 5, 2012.

By: /s/ Joseph Appendi  
Joseph Appendi, President