

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
Athletic Business Publications, Incorporated		05/03/2012	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Athletic Business Media, Inc.		
Street Address:	22 East Mifflin		
Internal Address:	Suite 910		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53703		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1642786	ATHLETIC BUSINESS	
Registration Number:	1643952	ATHLETIC BUSINESS	
Registration Number:	2158872	AQUA	
Registration Number:	2509610	FACILITY OF MERIT	
CORRESPONDENCE DATA			
Fax Number:	6082584258		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	608 258-4204		
Email:	ptomailmadison@foley.com, jrodriguez@foley.com		
Correspondent Name:	Foley & Lardner LLP - Tricia L. Schulz		
Address Line 1:	150 East Gilman Street		
Address Line 4:	Madison, WISCONSIN 53703		
ATTORNEY DOCKET NUMBER:	082865-0106		

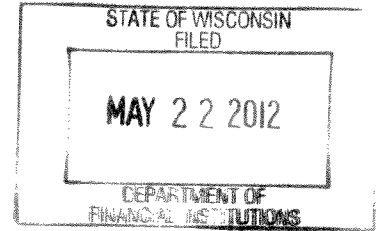
OP \$115.00 1642786

NAME OF SUBMITTER:	Tricia L. Schulz
Signature:	/tschulz/
Date:	08/22/2012
Total Attachments: 1 source=Articles of Amendment - Athletic Business Media, Inc.(May 3, 2012)#page1.tif	

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MAY 21 2012

WISCONSIN
DPI



**ARTICLES OF AMENDMENT
TO THE ARTICLES OF INCORPORATION
OF**

ATHLETIC BUSINESS PUBLICATIONS, INCORPORATED

The undersigned hereby adopts the following Articles of Amendment to the Articles of Incorporation for **Athletic Business Publications, Incorporated**, a Wisconsin corporation (the "Corporation"), under the Wisconsin Business Corporation Law, Chapter 180 of the Wisconsin Statutes.

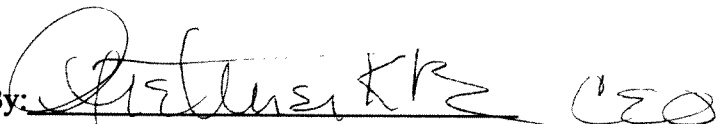
1. The name of the of the Corporation is **Athletic Business Publications, Incorporated**.
2. Article 1 of the Corporation's Articles of Incorporation is hereby amended and restated in its entirety to read as follows:

Article 1: The name of the corporation is **Athletic Business Media, Inc.**

The foregoing amendment to the Corporation's Articles of Incorporation was submitted to the Corporation's sole shareholder by the Corporation's Board of Directors, and was adopted by the sole shareholder in accordance with Section 180.1003 of the Wisconsin Business Corporation Law, effective May 3, 2012.

IN WITNESS WHEREOF, this instrument has been executed on behalf of the Corporation as of the 3rd day of May, 2012.

ATHLETIC BUSINESS PUBLICATIONS,
INCORPORATED,
to be known as Athletic Business Media, Inc.

By: 
Gretchen K. Brown, CEO

*This instrument was drafted by, and after filing should be returned to, Attorney Timothy S. Crisp,
Foley & Lardner LLP, 150 East Gilman Street, 5th Floor, Madison, Wisconsin 53703.*