

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
Priority Publications, Inc.		04/01/2012	CORPORATION: MINNESOTA

RECEIVING PARTY DATA	
Name:	BlueSpire, Inc.
Street Address:	6700 France Ave. S. #300
City:	Edina
State/Country:	MINNESOTA
Postal Code:	55435
Entity Type:	CORPORATION: MINNESOTA

PROPERTY NUMBERS Total: 6		
Property Type	Number	Word Mark
Registration Number:	3342481	SPECIAL DELIVERY
Registration Number:	2928078	MONEY CLIPS
Registration Number:	3237742	REAL MONEY
Registration Number:	2946334	TODAY'S HEALTHY OUTLOOK
Registration Number:	3724705	PRIORITY PUBLISHING MARKETING INTERACTIVE GEORGIA REGULAR GILL SANS REGULAR TRADEMARK
Serial Number:	85257397	PRIORITY INTEGRATED MARKETING

CORRESPONDENCE DATA	
Fax Number:	2025339099
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	202-467-8856
Email:	jspiantanida@vorys.com, rsdonnell@vorys.com, dharcher@vorys.com
Correspondent Name:	Vorys, Sater, Seymour and Pease LLP
Address Line 1:	P.O. Box 2255 -- IPLAW@Vorys

CH \$165.00 3342481

Address Line 2: Attn: Richard S. Donnell, Esq.
Address Line 4: Columbus, OHIO 43216-2255

ATTORNEY DOCKET NUMBER:	005252-722-1707/CHANGENAM
NAME OF SUBMITTER:	Richard S. Donnell
Signature:	/richard s donnell/
Date:	10/26/2012

Total Attachments: 2
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source=Change of Name Document#page2.tif



2 E1098

DC = name change
- change of shares



STATE OF MINNESOTA SECRETARY OF STATE

AMENDMENT OF ARTICLES OF INCORPORATION

READ THE INSTRUCTIONS BEFORE COMPLETING THIS FORM

1. Retain the original signed copy of this document for your records and submit a legible photocopy for filing with the Secretary of State.
2. There is a \$35.00 fee payable to the MN Secretary of State,
3. Return Completed Amendment Form and Fee to the address listed on the bottom of the form.

CORPORATE NAME: (List the name of the company prior to any desired name change)

Priority Publications, Inc.

This amendment is effective on the day it is filed with the Secretary of State, unless you indicate another date, no later than 30 days after filing with the Secretary of State.

04/01/2012

Format (mm/dd/yyyy)

The following amendment(s) to articles regulating the above corporation were adopted: (Insert full text of newly amended article(s) indicating which article(s) is (are) being amended or added.) If the full text of the amendment will not fit in the space provided, attach additional pages.

ARTICLE

Article I - BUSINESS NAME -

Name of Corporation: BlueSpire, Inc.

Article III - SHARES -

The corporation is authorized to issue a total of 3,000 shares of common stock, par value \$0.01.

STATE OF MINNESOTA
DEPARTMENT OF STATE
FILED

MAR 30 2012

This amendment has been approved pursuant to Minnesota Statutes, Chapter 302A or 317A.

I, the undersigned, certify that I am signing this document as the person whose signature is required, or as agent of the person(s) whose signature would be required who has authorized me to sign this document on his/her behalf, or in both capacities. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Signature of Authorized Person or Authorized Agent
Jeffrey M. Goodrich, Vice President, Secretary and Treasurer

Name and telephone number of contact person:

Anthony E. Kuhel, Jr.

216-566-5574

Please Print Legibly

Phone Number

FILE IN-PERSON OR MAIL TO:

Minnesota Secretary of State - Business Services
Retirement Systems of Minnesota Building
60 Empire Drive, Suite 100
St Paul, MN 55103

(Staffed 8:00 - 4:00, Monday - Friday, excluding holidays)

To obtain a copy of a form you can go to our web site at www.sos.state.mn.us, or contact us between 9:00am to 4:00pm, Monday through Friday at (651) 296-2803 or toll free 1-877-551-6767.

All of the information on this form is public. Minnesota law requires certain information to be provided for this type of filing. If that information is not included, your document may be returned unfiled. This document can be made available in alternative formats, such as large print, Braille or audio tape, by calling (651) 296-2803/voice. For a TTY/TTD (deaf and hard of hearing) communication, contact the Minnesota Relay Service at 1-800-627-3529 and ask them to place a call to (651)296-2803. The Secretary of State's Office does not discriminate on the basis of race, creed, color, sex, sexual orientation, national origin, age, marital status, disability, religion, reliance on public assistance or political opinions or affiliations in employment or the provision of service.

DC&NPAmendmentRev.08-01-10

MINN01-0100010 CT System Online

TRADEMARK

REEL: 004889 FRAME: 0470

STATE OF MINNESOTA

DEPARTMENT OF STATE

I hereby certify that this is a true and complete copy of the document as filed for record in this office.

DATED 10/18/2012

Mark Ritchie

Secretary of State



By

[Signature]