

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
News WG Holdings, Inc.		12/20/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Amplify Education Holding, Inc.
Street Address:	1211 Avenue of the Americas
City:	New York
State/Country:	NEW YORK
Postal Code:	10036
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 20

Property Type	Number	Word Mark
Serial Number:	85531366	AMPLIFY
Serial Number:	85531380	AMPLIFY
Serial Number:	85531374	AMPLIFY
Serial Number:	85531370	AMPLIFY
Serial Number:	85531384	AMPLIFY
Serial Number:	85531377	AMPLIFY
Serial Number:	85745044	AMPLIFY ACCESS
Serial Number:	85745039	AMPLIFY ACCESS
Serial Number:	85745047	AMPLIFY ACCESS
Serial Number:	85745054	AMPLIFY ACCESS
Serial Number:	85745012	AMPLIFY INSIGHT
Serial Number:	85745033	AMPLIFY INSIGHT
Serial Number:	85745010	AMPLIFY INSIGHT
Serial Number:	85745025	AMPLIFY INSIGHT

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Serial Number:	85531337	AMPLIFY LEARNING
Serial Number:	85531352	AMPLIFY LEARNING
Serial Number:	85531358	AMPLIFY LEARNING
Serial Number:	85531342	AMPLIFY LEARNING
Serial Number:	85531345	AMPLIFY LEARNING
Serial Number:	85531332	AMPLIFY LEARNING

**CORRESPONDENCE DATA**

Fax Number: 2128527217  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 212-852-7886  
Email: esteelman@newscorp.com  
Correspondent Name: Stacy Grossman, Esq.  
Address Line 1: 1211 Avenue of the Americas  
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	NAME CHANGE - ED. DIV.
NAME OF SUBMITTER:	Stacy Grossman, Esq.
Signature:	/Stacy Grossman/
Date:	01/07/2013

Total Attachments: 3  
source=122012 Name Change - News WG Holdings to Amplify Education Holding#page1.tif  
source=122012 Name Change - News WG Holdings to Amplify Education Holding#page2.tif  
source=122012 Name Change - News WG Holdings to Amplify Education Holding#page3.tif

# Delaware

PAGE 1

*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 "NEWS WG HOLDINGS, INC.", CHANGING ITS NAME FROM "NEWS WG HOLDINGS, INC." TO "AMPLIFY EDUCATION HOLDING, INC.", FILED IN THIS OFFICE ON THE TWENTIETH DAY OF DECEMBER, A.D. 2012, AT 1:45 O'CLOCK P.M.

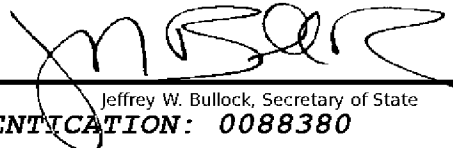
A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

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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: 0088380

DATE: 12-20-12

TRADEMARK  
REEL: 004937 FRAME: 0238

**CERTIFICATE OF AMENDMENT  
OF THE  
CERTIFICATE OF INCORPORATION  
OF  
NEWS WG HOLDINGS, INC.**

News WG Holdings, Inc. (the "Corporation"), a corporation organized and existing under the General Corporation Law of the State of Delaware (the "DGCL"), does hereby certify as follows:

Article I of the Corporation's Certificate of Incorporation (the "Certificate of Incorporation") is hereby amended and restated in its entirety to read as follows:

"The name of this Corporation is Amplify Education Holding, Inc."

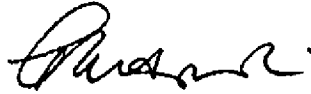
The foregoing amendment of the Certificate of Incorporation has been duly adopted by the Corporation's Board of Directors and stockholders in accordance with the provisions of Sections 242 and 228 of the General Corporation Law of the State of Delaware.

This amendment to the Corporation's Certificate of Incorporation shall be effective on and as of the date of filing of this Certificate of Amendment with the Secretary of State of the State of Delaware.

*[Signature appears on following page]*

IN WITNESS WHEREOF, News WG Holdings, Inc. has caused this Certificate of Amendment to be signed by the Senior Vice President, this 20th day of December, 2012.

NEWS WG HOLDINGS, INC.

By:   
Name: Paula Wardynski  
Title: Senior Vice President