

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	12/31/2007		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Entity Type		
	MBV, INC.		12/31/2007
			CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	ADVO, INC.		
Street Address:	ONE UNIVAC LANE		
City:	WINDSOR		
State/Country:	CONNECTICUT		
Postal Code:	06095		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	1754368	AMERICA'S LOOKING FOR ITS MISSING CHILDREN
CORRESPONDENCE DATA			
Fax Number:	2483583351		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	248-358-4400		
Email:	mjones@brookskushman.com		
Correspondent Name:	Elizabeth F. Janda		
Address Line 1:	1000 Town Center, 22nd Floor		
Address Line 4:	Southfield, MICHIGAN 48075		
ATTORNEY DOCKET NUMBER:	VCI 0565 TUS		
NAME OF SUBMITTER:	Elizabeth F. Janda		
Signature:	/elizabeth f janda/		

CH \$40.00 1754368

Date:

02/15/2013

Total Attachments: 2

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State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 08:42 AM 12/31/2007  
FILED 08:42 AM 12/31/2007  
SRV 071375160 - 0771820 FILE

**CERTIFICATE OF OWNERSHIP AND MERGER**

**MERGING**

**MBV, INC.**  
(a Delaware corporation)

**WITH AND INTO**

**ADVO, INC.**  
(a Delaware corporation)

(Pursuant to Section 253 of the  
General Corporation Law of the State of Delaware)

ADVO, Inc., a Delaware corporation (the "Company"), does hereby  
certify:

**FIRST:** That the Company is incorporated pursuant to the General  
Corporation Law of the State of Delaware.

**SECOND:** That the Company owns all of the outstanding shares of the  
capital stock of MBV, Inc., a Delaware corporation.

**THIRD:** That the Company, by the following resolutions of its  
Board of Directors, duly adopted as of the 31st day of December 2007, determined to  
merge into itself MBV, Inc. (the "Merger") on the conditions set forth in such resolutions:

RESOLVED, that ADVO, Inc. shall merge into itself its  
wholly-owned subsidiary, MBV, Inc., a Delaware  
corporation, and shall assume all of said subsidiary's assets,  
liabilities and obligations;

RESOLVED FURTHER, that it is the Company's intent  
that this merger qualify as a liquidation under IRC Section  
332, to be effective for tax purposes as of December 31,  
2007;

RESOLVED FURTHER, that the effective date of the  
merger shall be December 31, 2007;

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RESOLVED FURTHER, that the officers of the Company are hereby authorized and directed to make, execute and acknowledge a Certificate of Ownership and Merger in accordance with Section 253 of the Delaware General Corporation Law, setting forth a copy of these resolutions, and file the same in the Office of the Secretary of State of Delaware; and

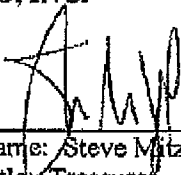
RESOLVED FURTHER, that the officers of the Company be, and each of them hereby is, authorized and directed to execute and deliver such other instruments and documents, and to do any and all other acts necessary and appropriate to effectuate the purposes of these resolutions.

FOURTH: That the proposed Merger has been adopted, approved, and acknowledged by the Company in accordance with the General Corporation Law of the State of Delaware.

FIFTH: That the Merger shall be effective on December 31, 2007.

IN WITNESS WHEREOF, said Company has caused its corporate seal to be affixed and this Certificate to be executed by Steve Mitzel, its Chief Financial Officer and Treasurer, as of the 31st day of December, 2007.

ADVO, INC.

By:   
Name: Steve Mitzel  
Title: Treasurer

Form 725209 v.1