

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
ADVO, INC.		01/08/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Valassis Direct Mail Inc.		
Street Address:	1 Targeting Center		
City:	Windsor		
State/Country:	CONNECTICUT		
Postal Code:	06095-2639		
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/		
Date:	02/15/2013		
Total Attachments: 1 source=VCI 0566 TUS Merger Doc 2#page1.tif			

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**CERTIFICATE OF AMENDMENT
TO THE
CERTIFICATE OF INCORPORATION
OF
ADVO, INC.**

ADVO, Inc. (the "**Corporation**"), a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "**DGCL**"), does hereby certify as follows:

FIRST: The name of the Corporation is ADVO, Inc.

SECOND: The Board of Directors of the Corporation duly adopted resolutions setting forth the proposed amendment of the Certificate of Incorporation of the Corporation by written consent in lieu of a special meeting, declaring such amendment to be advisable and directing that such amendment be submitted to the sole stockholder of the Corporation for approval.

THIRD: Thereafter, pursuant to the resolutions of the Board of Directors, the sole stockholder of the Corporation duly adopted the proposed amendment by written consent in lieu of a special meeting in accordance with Section 242 of the DGCL.

FOURTH: The Certificate of Incorporation is hereby amended as follows:

1. Article **FIRST** of the Certificate of Incorporation is hereby amended to read as follows:

"The name of this Corporation is Valassis Direct Mail, Inc."

FIFTH: This Certificate of Amendment shall become effective as of 12:00 a.m. on January 1, 2008.

IN WITNESS WHEREOF, the Corporation has caused this Certificate of Amendment to be signed this 14 day of December, 2007.

ADVO, INC.

By: 

Name: DAVID J. HENNESSEY

Title: SECRETARY