

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Forever.com, Inc.		08/08/2013	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
Name:	Forever, Inc.
Street Address:	One PPG Place, 20th Floor
City:	Pittsburgh
State/Country:	PENNSYLVANIA
Postal Code:	15222
Entity Type:	CORPORATION: DELAWARE

<b>PROPERTY NUMBERS Total: 5</b>		
Property Type	Number	Word Mark
Serial Number:	85737755	FOREVERTRUST
Serial Number:	85902473	FOREVER
Serial Number:	85902479	
Serial Number:	86031113	EVERY LIFE MATTERS
Serial Number:	86031110	BECAUSE EVERY LIFE MATTERS

<b>CORRESPONDENCE DATA</b>	
Fax Number:	4154421001
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	415-442-1326
Email:	ralpert@morganlewis.com
Correspondent Name:	Rochelle D. Alpert
Address Line 1:	One Market, Spear Street Tower
Address Line 4:	San Francisco, CALIFORNIA 94105

ATTORNEY DOCKET NUMBER:	061729-01-2000
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CH \$140.00 85737755

NAME OF SUBMITTER:	Rochelle D. Alpert
Signature:	/rda/
Date:	08/15/2013
<b>Total Attachments: 2</b> source=Certificate of Amendment (name change to Forever Inc)#page1.tif source=Certificate of Amendment (name change to Forever Inc)#page2.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 "FOREVER.COM INC.", CHANGING ITS NAME FROM "FOREVER.COM INC." TO "FOREVER, INC.", FILED IN THIS OFFICE ON THE EIGHTH DAY OF AUGUST, A.D. 2013, AT 11:44 O'CLOCK A.M.

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

5163026 8100

130968038



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: 0649883

DATE: 08-08-13

TRADEMARK  
REEL: 005091 FRAME: 0879

CERTIFICATE OF AMENDMENT OF  
SECOND AMENDED AND RESTATED  
CERTIFICATE OF INCORPORATION  
OF  
FOREVER.COM INC.

Forever.com Inc., a corporation organized and existing under the laws of the State of Delaware (the "Corporation"), hereby certifies as follows:

**FIRST:** That the Board of Directors of the Corporation adopted the following resolution:

BE IT RESOLVED, that the Board declares the advisability of an amendment (the "Charter Amendment") of Article I of the Corporation's Certificate of Incorporation so that, as amended, said Article shall read in its entirety as follows:

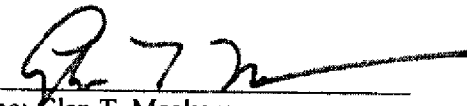
ARTICLE I

The name of the corporation (the "Corporation") is Forever, Inc.

**SECOND:** That said amendment was duly adopted in accordance with the provisions of Sections 228 and 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, Forever.com Inc. has caused this certificate to be signed this 8th day of August, 2013.

Forever.com Inc.

By:   
Name: Glen T. Meakem  
Title: President and CEO