

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
Plum Fashions, Inc.		10/16/2013	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Eloquii Design, Inc.
Street Address:	4449 Easton Way, Suite 2004
City:	Columbus
State/Country:	OHIO
Postal Code:	43219
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Serial Number:	85300744	ELOQUII
Registration Number:	4195534	ELOQUII
Registration Number:	4195535	ELOQUII
Registration Number:	4195463	ELOQUII
Registration Number:	4110159	ELOQUII

CORRESPONDENCE DATA

Fax Number: 9735972400  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
 Phone: 9735972500  
 Email: lstrademark@lowenstein.com  
 Correspondent Name: Lawrence A. Weinstein, Esq.  
 Address Line 1: 65 Livingston Avenue  
 Address Line 4: Roseland, NEW JERSEY 07068

ATTORNEY DOCKET NUMBER:	28431/4
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NAME OF SUBMITTER:	Lawrence A. Weinstein
Signature:	/Lawrence A. Weinstein/
Date:	01/15/2014
Total Attachments: 3 source=Name Change#page1.tif source=Name Change#page2.tif source=Name Change#page3.tif	

# Delaware

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*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 "PLUM FASHIONS, INC.", CHANGING ITS NAME FROM "PLUM FASHIONS, INC." TO "ELOQUII DESIGN, INC.", FILED IN THIS OFFICE ON THE SIXTEENTH DAY OF OCTOBER, A.D. 2013, AT 4:05 O'CLOCK P.M.


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

5242744 8100

131204005

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: 0820784

DATE: 10-16-13

TRADEMARK  
REEL: 005193 FRAME: 0695

**CERTIFICATE OF AMENDMENT  
OF  
CERTIFICATE OF INCORPORATION  
OF  
PLUM FASHIONS, INC.**

(Under Section 242 of the Delaware General Corporation Law)

The undersigned, being the Chief Executive Officer and Secretary of Plum Fashions, Inc., a corporation organized and existing under the laws of the State of Delaware (the "**Corporation**"), hereby certifies as follows:

1. The name of the Corporation is Plum Fashions, Inc. The Certificate of Incorporation of the Corporation was originally filed with the Secretary of State of the State of Delaware on November 15, 2012. An amendment to the Certificate of Incorporate was filed with the Secretary of State of the State of Delaware on September 3, 2013.

2. The Certificate of Incorporation of the Corporation is hereby amended by deleting "FIRST" in its entirety and replacing it with the following in substitution therefor:

***First.*** The name of the corporation is Eloquii Design, Inc. (the "Corporation")."

This Certificate of Amendment herein certified was duly adopted by the board of directors and the stockholders of the Corporation in accordance with Sections 141(f), 228 and 242(b)(1) of the General Corporation Law of the State of Delaware.

**[Signature Page Follows]**

**IN WITNESS WHEREOF**, the undersigned, being a duly elected officer of the Corporation, has executed this Certificate of Amendment and affirms the statements herein contained on this 16th day of October, 2013.

**PLUM FASHIONS, INC.**

By: /s/ John Auerbach  
Name: John Auerbach  
Title: Chief Executive Officer and  
Secretary