

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
Smith Travel Research, Inc.		01/14/2014	CORPORATION: TENNESSEE
RECEIVING PARTY DATA			
Name:	STR, Inc.		
Street Address:	735 E MAIN ST.		
City:	HENDERSONVILLE		
State/Country:	TENNESSEE		
Postal Code:	37075		
Entity Type:	CORPORATION: TENNESSEE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	3684187	HOTEL NEWS NOW	
Serial Number:	86119946	WAYPOINT	
Registration Number:	3579866	STR	
Registration Number:	3590543	STR GLOBAL	
Registration Number:	3789948	HDC HOTEL DATA CONFERENCE	
Registration Number:	3789965	HNN HOTELNEWSNOW.COM	
Registration Number:	4071757	HOTEL INVESTMENT BAROMETER	
Registration Number:	3915125	STR ANALYTICS	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	wrobertson@bakerdonelson.com		
Correspondent Name:	Wendy Robertson		
Address Line 1:	6060 Poplar Avenue, Suite 440		

OP \$215.00 3684187

Address Line 2: Baker Donelson Bearman Caldwell & Berkow
Address Line 4: Memphis, TENNESSEE 38119

ATTORNEY DOCKET NUMBER:	2910312/3
NAME OF SUBMITTER:	Wendy Robertson
Signature:	/wrobertson/
Date:	01/27/2014

Total Attachments: 2
source=STRChangeofName#page1.tif
source=STRChangeofName#page2.tif



STATE OF TENNESSEE
Tre Hargett, Secretary of State
Division of Business Services
William R. Snodgrass Tower
312 Rosa L. Parks AVE, 6th FL
Nashville, TN 37243-1102

STR, Inc.
735 E MAIN ST
HENDERSONVILLE, TN 37075-2754

January 14, 2014

Filing Acknowledgment

Please review the filing information below and notify our office immediately of any discrepancies.

Control # : 208719 Status: Active
Filing Type: Corporation For-Profit - Domestic

Document Receipt

Receipt #: 1267018 Filing Fee: \$20.00
Payment-Check/MO - BAKER, DONELSON, BEARMAN, CALDWELL & BERKOWITZ, NASHVILI \$20.00

Amendment Type: Articles of Amendment Image #: 7271-2183
Filed Date: 01/14/2014 3:23 PM

This will acknowledge the filing of the attached articles of amendment with an effective date as indicated above. When corresponding with this office or submitting documents for filing, please refer to the control number given above.

You must also file this document in the office of the Register of Deeds in the county where the entity has its principal office if such principal office is in Tennessee.


Tre Hargett
Secretary of State

Processed By: Tammy Morris

Field Name	Changed From	Changed To
Filing Name	SMITH TRAVEL RESEARCH, INC.	STR, Inc.

ARTICLES OF AMENDMENT
TO THE CHARTER OF
SMITH TRAVEL RESEARCH, INC.

FILED

Corporate Control Number: 208719

Pursuant to the provisions of Section 48-20-106 of *The Tennessee Business Corporation Act*, the undersigned Corporation adopts the following Articles of Amendment to its Charter:

1. The name of the Corporation as it appears of record is: **Smith Travel Research, Inc.**
2. The Charter of the Corporation is hereby amended as follows:

The name of the Corporation is: **STR, Inc.**

3. The amendment is to be effective when filed by the Tennessee Secretary of State.
4. The remainder of the Charter shall remain unchanged.
5. The Corporation is for profit.
6. These Articles of Amendment to the Charter were duly adopted by the Board of Directors and by the shareholders of the Corporation on January 13, 2014.

Date: January 14, 2014.

SMITH TRAVEL RESEARCH, INC.

Amanda W. Hite
By: Amanda W. Hite
Title: President