

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
Merrill Lynch Business Financial Services Inc.		03/25/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	GE Business Financial Services Inc.
Street Address:	135 S. LaSalle,
Internal Address:	Suite 1125
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60603
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 27

Property Type	Number	Word Mark
Registration Number:	2864511	KEDEM KIDS
Registration Number:	2865796	
Registration Number:	2859093	ALTOONA HILLS
Registration Number:	2847374	BEN AMI
Registration Number:	2836110	
Registration Number:	2778556	ZIN GRIS
Registration Number:	2755885	RAMON CARDOVA
Registration Number:	2597883	BARKAN
Registration Number:	2578571	TEAL LAKE
Registration Number:	2555851	GEULA
Registration Number:	2557498	CONCORD KAL
Registration Number:	2277982	PROMISED LAND
Registration Number:	2250538	PROMISED LAND

OP \$690.00 2864511

Registration Number:	2511035	JOYVIN
Registration Number:	2369936	ALFASI
Registration Number:	2281056	PLUM ROYALE
Registration Number:	2310734	MATUK ROUGE SOFT
Registration Number:	1990795	KEDEM
Registration Number:	1840818	RASHI
Registration Number:	1858807	BARON HERZOG
Registration Number:	1768208	GIVON
Registration Number:	1529958	WEINSTOCK CELLARS
Registration Number:	1237575	BARTENURA
Registration Number:	0547548	KEDEM
Registration Number:	1587297	MANHATTAN CHOCOLATES
Registration Number:	2878733	TAMPREE
Registration Number:	2972380	CRYSTAL CANYON

CORRESPONDENCE DATA

Fax Number: 732 621-87
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 732 632-6060
Email: prcarey@buchmanlaw.com
Correspondent Name: Paulette R. Carey
Address Line 1: 510 Thomall Street
Address Line 2: suite 200
Address Line 4: Edison, NEW JERSEY 08837

NAME OF SUBMITTER:	Paulette R. Carey
Signature:	/Paulette R. Carey/
Date:	02/21/2014

Total Attachments: 3
source=CT Corp Name Change 3 26 08#page1.tif
source=CT Corp Name Change 3 26 08#page2.tif
source=CT Corp Name Change 3 26 08#page3.tif

Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, 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 "MERRILL LYNCH BUSINESS FINANCIAL SERVICES INC.", CHANGING ITS NAME FROM "MERRILL LYNCH BUSINESS FINANCIAL SERVICES INC." TO "GE BUSINESS FINANCIAL SERVICES INC.", FILED IN THIS OFFICE ON THE TWENTY-FIFTH DAY OF MARCH, A.D. 2008, AT 4:19 O'CLOCK P.M.

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

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF AMENDMENT IS THE TWENTY-SIXTH DAY OF MARCH, A.D. 2008, AT 12:01 O'CLOCK A.M.

2121690 8100

080354220



You may verify this certificate online
at corp.delaware.gov/authver.shtml

Harriet Smith Windsor
Harriet Smith Windsor, Secretary of State
AUTHENTICATION: 6476675

DATE: 03-26-08

TRADEMARK
REEL: 005221 FRAME: 0514

CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF INCORPORATION
OF
MERRILL LYNCH BUSINESS FINANCIAL SERVICES INC.

MERRILL LYNCH BUSINESS FINANCIAL SERVICES INC., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware,

DOES HEREBY CERTIFY:

FIRST: That the Board of Directors of said corporation, by the written consent of its stockholders, filed with the minutes of the Board adopted a resolution proposing and declaring advisable to the following amendments to the Certificate of Incorporation of said corporation:

RESOLVED, that the Certificate of Incorporation of MERRILL LYNCH BUSINESS FINANCIAL SERVICES INC. be amended by changing the First Article thereof so that, as amended, said Article shall be and read as follows:

The name of the corporation is: GE BUSINESS FINANCIAL SERVICES INC.

FURTHER RESOLVED, that the Certificate of Incorporation of the Corporation be amended by changing the Second Article thereof so that, as amended, said Article shall be and read as follows:

The registered office of the Corporation in the State of Delaware is located at Corporation Trust Center, 1209 Orange Street, in the City of Wilmington, County of New Castle. The name of the Corporation's registered agent is The Corporation Trust Company.

SECOND: That in lieu of a meeting and vote of stockholders, the stockholders have given unanimous written consent to said amendment in accordance with the provisions of Section 228 of the General Corporation Law of the State of Delaware.

THIRD: That the aforesaid amendment was duly adopted in accordance with the applicable provisions of Sections 242 and 228 of the General Corporation Law of the State of Delaware.

FOURTH: That this Certificate of Amendment of the Certificate of Incorporation shall be effective at 12:01 a.m., March 26, 2008.

IN WITNESS WHEREOF, the undersigned has cause this Certificate of
Amendment to be issued this 25th day of March, 2008.

By _____



Greg Cameron
Vice President