

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM306433

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Authentic Response, Inc.		06/25/2013	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Critical Mix Inc.		
<b>Street Address:</b>	264 Riverside Ave.		
<b>City:</b>	Westport		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06880		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3659433	AUTHENTIC RESPONSE	
<b>Registration Number:</b>	3896299	MYVIEW	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2122228078		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	(212)864-7076		
<b>Email:</b>	gerry@panix.com		
<b>Correspondent Name:</b>	Gerry A. Fifer		
<b>Address Line 1:</b>	318 W. 100 St. #3A		
<b>Address Line 4:</b>	New York, NEW YORK 10025-5372		
<b>ATTORNEY DOCKET NUMBER:</b>	CRITICAL MIX INC. RECORDG		
<b>NAME OF SUBMITTER:</b>	Gerry A. Fifer		
<b>SIGNATURE:</b>	/GAF/		
<b>DATE SIGNED:</b>	06/03/2014		
<b>Total Attachments: 1</b>			
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# 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 RESTATED CERTIFICATE OF "AUTHENTIC RESPONSE, INC.", CHANGING ITS NAME FROM "AUTHENTIC RESPONSE, INC." TO "CRITICAL MIX INC.", FILED IN THIS OFFICE ON THE TWENTY-FIFTH DAY OF JUNE, A.D. 2013, AT 11:23 O'CLOCK A.M.

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

4514013 8100

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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: 0538819

DATE: 06-25-13

RECORDED: 06/03/2014

TRADEMARK  
REEL: 005294 FRAME: 0863