

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM333795

<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>
e-Dialog, Inc.		12/02/2013	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	eBay Enterprise Marketing Solutions, Inc.		
<b>Street Address:</b>	2065 HAMILTON AVENUE		
<b>City:</b>	San Jose		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95125		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2274981	KLONDIKE	
<b>Registration Number:</b>	3024894	E-DIALOG	
<b>Registration Number:</b>	3038613	E-DIALOG	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6504634199		
<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>	6504634000		
<b>Email:</b>	pam.rolph@hoganlovells.com		
<b>Correspondent Name:</b>	James R. Cady - Hogan Lovells US LLP		
<b>Address Line 1:</b>	4085 Campbell Avenue, Suite 100		
<b>Address Line 4:</b>	Menlo Park, CALIFORNIA 94025		
<b>ATTORNEY DOCKET NUMBER:</b>	41711.000102		
<b>NAME OF SUBMITTER:</b>	James R. Cady		
<b>SIGNATURE:</b>	/JRCady/		
<b>DATE SIGNED:</b>	03/02/2015		
<b>Total Attachments: 3</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 CERTIFICATE OF AMENDMENT OF "E-DIALOG, INC.", CHANGING ITS NAME FROM "E-DIALOG, INC." TO "EBAY ENTERPRISE MARKETING SOLUTIONS, INC.", FILED IN THIS OFFICE ON THE SECOND DAY OF DECEMBER, A.D. 2013, AT 2:35 O'CLOCK P.M.


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

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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: 0948713

DATE: 12-05-13

TRADEMARK  
REEL: 005469 FRAME: 0792

CERTIFICATE OF AMENDMENT OF  
CERTIFICATE OF INCORPORATION  
OF  
E-DIALOG, INC.

The corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware does hereby certify:

**FIRST:** That a meeting of the Board of Directors of e-Dialog, Inc. resolutions were duly adopted setting forth a proposed amendment of the Certificate of Incorporation of said corporation, declaring said amendment to be advisable and calling a meeting of the stockholders of said corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:

**RESOLVED,** that the Certificate of Incorporation of this corporation be amended by changing the Article thereof numbered "FIRST" so that, as amended, said Article shall read as follows:

The name of the corporation is eBay Enterprise Marketing Solutions, Inc.

**SECOND:** That thereafter, pursuant to resolution of its Board of Directors, a special meeting of the stockholders of said corporation was duly called and held upon notice in accordance with Section 222 of the General Corporation Law of the State of Delaware at which meeting the necessary number of shares as required by statute were voted in favor of the amendment.

**THIRD:** That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

**IN WITNESS WHEREOF,** said corporation has caused this certificate to be signed this 2<sup>nd</sup> day of December 2013.

By: 

Title: Secretary  
Name: Paul D. Cataldo