TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM337293

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	12/18/2014
RESUBMIT DOCUMENT ID:	900317451

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
VerticalResponse, Inc.		12/18/2014	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Deluxe Small Business Sales, Inc.
Street Address:	3680 Victoria Street North
City:	Shoreview
State/Country:	MINNESOTA
Postal Code:	55126
Entity Type:	CORPORATION: MINNESOTA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	2717052	IBUILDER
Registration Number:	4512410	MARKETING. JUST LIKE THAT.
Registration Number:	3624592	ROOST
Registration Number:	2569783	VERTICALRESPONSE
Registration Number:	2766856	VERTICALRESPONSE

CORRESPONDENCE DATA

Fax Number: 6517872749

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.

Phone: 6517871382
Email: christine.muench@deluxe.com
Correspondent Name: Christine Muench
Address Line 1: 3680 Victoria Street North
Address Line 4: Shoreview, MINNESOTA 55126

NAME OF SUBMITTER:	Christine Muench
SIGNATURE:	/Christine Muench/
DATE SIGNED:	04/03/2015

Total Attachments: 9

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Office of the Minnesota Secretary of State
Certificate of Merger

I, Mark Ritchie, Secretary of State of Minnesota, certify that: the documents required to effectuate a merger between the entities listed below and designating the surviving entity have been filed in this office on the date noted on this certificate.

Merger Filed Pursuant to Minnesota Statutes, Chapter: 302A

Home Jurisdiction and Names of Merging Entities:

MINNESOTA: DELUXE SMALL BUSINESS SALES, INC.
DELAWARE : VERTICALRESPONSE, INC.
DELAWARE: HOSTOPIA.COM INC.
NEVADA: ORANGESODA, INC.

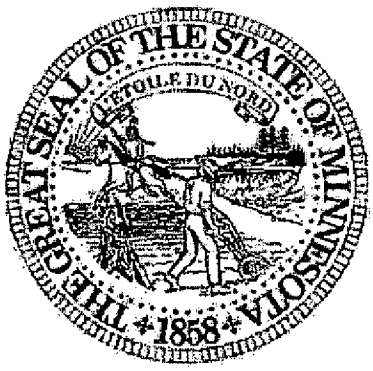
Home Jurisdiction and Name of Surviving Entity:

MINNESOTA: DELUXE SMALL BUSINESS SALES, INC.

Name of Surviving Entity after Effective Date of Merger:

DELUXE SMALL BUSINESS SALES, INC.

This certificate has been issued on: 12/18/2014



Mark Ritchie

Mark Ritchie
Secretary of State
State of Minnesota

ARTICLES OF MERGER
OF
VERTICALRESPONSE, INC.
HOSTOPIA.COM INC.
AND
ORANGESODA, INC.
WITH AND INTO
DELUXE SMALL BUSINESS SALES, INC.

Pursuant to Minnesota Business Corporation Act, Section 302A ("*MBCA*"), the undersigned corporations hereby adopt the following Articles of Merger and certify as follows:

1. The names of the corporations participating in the merger and the states under the laws of which they are respectively organized are as follows: VerticalResponse, Inc., a Delaware corporation, Hostopia.com Inc., a Delaware corporation, OrangeSoda, Inc., a Nevada corporation (the "*Merging Entities*) and Deluxe Small Business Sales, Inc., a Minnesota corporation (the "*Surviving Entity*").

2. The Agreement and Plan of Merger between the Merging Entities and the Surviving Entity dated as of December 18, 2014 (the "*Merger Agreement*"), as required by Minnesota Business Corporation Act, Section 302A.615, subdivision 1, is attached hereto as Exhibit A.

3. The Merger Agreement has been approved by each of the Merging Entities and Surviving Entity in accordance with the provisions of the MBCA and the laws of their respective jurisdictions of organization.

4. The merger shall be effective on January 1, 2015.

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IN WITNESS WHEREOF, the Merging Entities and Survivor have caused these Articles of Merger to be executed by their respective officers this 18th day of December, 2014.

DELUXE SMALL BUSINESS SALES, INC.

By: _____
Name: Terry D. Peterson
Title: Vice President and Treasurer

VERTICALRESPONSE, INC.

By: _____
Name: Terry D. Peterson
Title: Vice President and Treasurer

HOSTOPIA.COM INC.

By: _____
Name: Terry D. Peterson
Title: Vice President and Treasurer

ORANGESODA, INC.

By: _____
Name: Terry D. Peterson
Title: Vice President and Treasurer

[Signature Page to MN Articles of Merger]

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Exhibit A

AGREEMENT AND PLAN OF MERGER
OF
VERTICALRESPONSE, INC.
HOSTOPIA.COM INC.
AND
ORANGESODA, INC.
WITH AND INTO
DELUXE SMALL BUSINESS SALES, INC.

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EXHIBIT A

AGREEMENT AND PLAN OF MERGER
OF
VERTICALRESPONSE, INC.
HOSTOPIA.COM INC.
ORANGESODA, INC.
AND
DELUXE SMALL BUSINESS SALES, INC.

This **AGREEMENT AND PLAN OF MERGER** (this *"Plan of Merger"*), is made and entered into as of December 18, 2014, by and among VerticalResponse, Inc., a Delaware corporation, Hostopia.com Inc., a Delaware corporation, and OrangeSoda, Inc., a Nevada corporation (the *"Merging Entities"*), and Deluxe Small Business Sales, Inc., a Minnesota corporation (*"DSBS"*).

WHEREAS, Deluxe Business Operations, Inc., a Delaware corporation (*"DBO"*), owns all of the outstanding stock of the Merging Entities and DSBS; and

WHEREAS, the sole director of each of the Merging Entities and the sole director of DSBS have determined that it is advisable and in the best interests of each of the Merging Entities and DSBS, respectively, to merge the Merging Entities with and into DSBS, and have each approved and adopted this Plan of Merger; and

WHEREAS, DBO, as sole stockholder of each of the Merging Entities and DSBS, has approved and adopted such merger and the terms of this Plan of Merger.

NOW, THEREFORE, each of the Merging Entities and DSBS hereby agree upon and adopt this Plan of Merger.

Article 1
Terms and Conditions

1.1 Merger. On the Effective Date, each of the Merging Entities shall be merged with and into DSBS, and DSBS shall be the surviving entity (the *"Merger"*).

1.2 Terms and Conditions of Merger. On the Effective Date, each outstanding share of stock of each of the Merging Entities shall be cancelled and no payment shall be made with respect thereto, and each share of stock of DSBS shall remain outstanding.

1.3 Effective Date. This Plan of Merger shall become effective on January 1, 2015 (the *"Effective Date"*).

1.4 Effect of Merger. On the Effective Date, the separate existence of each of the Merging Entities shall cease, and each Merging Entity shall be merged with and into DSBS as the surviving entity, and all of the property, assets, rights, privileges, powers, franchises and immunities of DSBS and each of the Merging Entities shall vest in the surviving entity, and all of the debts, liabilities, and obligations of DSBS and each of the Merging Entities shall become the debts, liabilities, and obligations of the surviving entity.

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Article 2
Organizational Documents, Directors and Officers

2.1 Certificate of Incorporation and Bylaws. The articles of incorporation of DSBS, as in effect as of the Effective Date, shall continue to be the articles of incorporation of the surviving entity until amended in accordance with the provisions thereof and applicable law. The bylaws of DSBS, as in effect as of the Effective Date, shall continue to be the bylaws of the surviving entity until amended in accordance with the provisions thereof and applicable law.

2.2 Directors and Officers. The directors and officers of DSBS shall remain directors and officers of the surviving entity on the Effective Date and shall continue in office for their current terms in accordance with the bylaws of DSBS.

Article 3
Miscellaneous

3.1 Abandonment and Amendment. At any time before the Effective Date, this Plan of Merger may be terminated and abandoned by agreement of the sole Director of each of the Merging Entities and the sole Director of DSBS. At any time before the Effective Date, this Plan of Merger may be amended, modified or supplemented by the sole Director of each of the Merging Entities and the sole Director of DSBS.

3.2 Further Assurances. From time to time on and after the Effective Date, each party agrees that it will execute and deliver or cause to be executed and delivered all such further assignments, assurances or other instruments, and shall take or cause to be taken all such further actions, as may be necessary or desirable to complete the Merger and the other transactions contemplated by this Plan of Merger.

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IN WITNESS WHEREOF, this Plan of Merger, having first been duly approved by all necessary action of each of the Merging Entities and DSBS, is executed on behalf of each of said companies by its respective representative.

DELUXE SMALL BUSINESS SALES, INC.

By: _____
Name: Terry D. Peterson
Title: Vice President & Treasurer

VERTICALRESPONSE, INC.

By: _____
Name: Terry D. Peterson
Title: Vice President & Treasurer

ORANGESODA, INC.

By: _____
Name: Terry D. Peterson
Title: Vice President & Treasurer

HOSTOPIA.COM INC.

By: _____
Name: Terry D. Peterson
Title: Vice President & Treasurer

[Signature Page to Agreement and Plan of Merger of VerticalResponse, Inc., Hostopia.com Inc., and OrangeSoda, Inc. with and into Deluxe Small Business Sales, Inc.]

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File Numbers

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STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED

12/18/2014 11:59:00 PM

Mark Ritchie

STATE OF MINNESOTA

DEPARTMENT OF STATE

I hereby certify that this is a true and complete copy of the document as filed for record in this office.

DATED 4-3-15

Steve Simon

Secretary of State

By