

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM355771

<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>
Augme Technologies, Inc.		08/16/2013	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hipcricket, Inc.		
<b>Street Address:</b>	401 Congress Avenue		
<b>Internal Address:</b>	Suite 2650		
<b>City:</b>	Austin		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78701		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4089790	AD LIFE	
<b>Registration Number:</b>	2397385	BOOMBOX RADIO	
<b>Registration Number:</b>	3668343	BOOMBOX	
<b>Registration Number:</b>	3859937	AUGME	
<b>Registration Number:</b>	3922004	A+	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5122874866		
<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>	512-656-7960		
<b>Email:</b>	brian.spross@jonesspross.com		
<b>Correspondent Name:</b>	Brian Spross		
<b>Address Line 1:</b>	1605 Lakecliff Hills Lane		
<b>Address Line 2:</b>	Suite 100		
<b>Address Line 4:</b>	Austin, TEXAS 78732		
<b>ATTORNEY DOCKET NUMBER:</b>	HIPCRICKET		
<b>NAME OF SUBMITTER:</b>	Brian Spross		
<b>SIGNATURE:</b>	/brian spross/		
<b>DATE SIGNED:</b>	09/21/2015		

OP \$140.00 4089790

**Total Attachments: 1**

source=Augme Tech Cert of Amend (name change to Hipcricket) 20130816#page1.tif

**CERTIFICATE of AMENDMENT**  
of  
**AMENDED AND RESTATED CERTIFICATE of**  
**INCORPORATION of**  
**AUGME TECHNOLOGIES,**  
**INC.**

Pursuant to §242 of the General Corporation Law of the State of  
Delaware

Augme Technologies, Inc., a corporation organized and existing under the laws of the State of Delaware, hereby certifies and sets forth as follows:

**FIRST:** That at a meeting of the Board of Directors of Augme Technologies, Inc. resolutions were duly adopted setting forth a proposed amendment of the Amended and Restated 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 Article One so that, as amended, it shall be and read as follows:

"The name of this Corporation is Hipcricket, Inc."


**SECOND:** That thereafter, pursuant to resolution of its Board of Directors, the annual 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.

**FOURTH:** That said amendment is to be effective at 5:00 p.m., Eastern Time, on August 23, 2013.

IN WITNESS WHEREOF, said corporation has caused this Certificate to be signed this 15<sup>th</sup> day of August, 2013.

Augme Technologies, Inc.

By: 

Name: Ivan Braiker

Title: Chief Executive Officer