

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM357687

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Harte-Hanks, Inc.		01/30/2015	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Harte Hanks, Inc.
Street Address:	9601 McAllister Freeway Suite 610
City:	San Antonio
State/Country:	TEXAS
Postal Code:	78216
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	86118883	HARTE HANKS
Serial Number:	86106660	CONNECTIONS MADE. IMPACT DELIVERED.
Registration Number:	4452119	TRUE HEALTH AND WELLNESS
Registration Number:	3967247	THE AGENCY INSIDE
Registration Number:	4056191	MOMENTIUM
Registration Number:	4221651	PRETRAK
Serial Number:	85650340	WE MAKE BRANDS PERSONAL
Registration Number:	2150450	HARTE HANKS
Registration Number:	2152012	HARTE HANKS
Serial Number:	77534347	CI PIPELINE

CORRESPONDENCE DATA

Fax Number: 6177422355

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: 617-742-4200

Email: trademark@riw.com

Correspondent Name: Stacey C. Friends, Esq.

Address Line 1: Ruberto, Israel & Weiner, P.C.

Address Line 2: 255 State Street, 7th Floor

TRADEMARK

Address Line 4:	Boston, MASSACHUSETTS 02109
ATTORNEY DOCKET NUMBER:	08322-61
NAME OF SUBMITTER:	Stacey C. Friends, Esq.
SIGNATURE:	/stacey c. friends/
DATE SIGNED:	10/06/2015
Total Attachments: 2 source=Certificate of Amendment - Name Change (00442150xA4627)#page1.tif source=Certificate of Amendment - Name Change (00442150xA4627)#page2.tif	

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 "HARTE-HANKS, INC.", CHANGING ITS NAME FROM "HARTE-HANKS, INC." TO "HARTE HANKS, INC.", FILED IN THIS OFFICE ON THE THIRTIETH DAY OF JANUARY, A.D. 2015, AT 4:08 O'CLOCK P.M.

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

0762402 8100

150124989

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 2084652

DATE: 02-02-15

TRADEMARK
REEL: 005639 FRAME: 0147

CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF INCORPORATION
OF
HARTE-HANKS, INC.

Harte-Hanks, Inc. (the "**Corporation**"), a corporation organized and existing under the General Corporation Law of the State of Delaware, hereby certifies as follows:

1. This Certificate of Amendment (the "**Certificate of Amendment**") amends the provisions of the Corporation's Amended and Restated Certificate of Incorporation filed with the Secretary of State on October 4, 1993 (the "**Certificate of Incorporation**").
2. Article First of the Certificate of Incorporation is hereby amended and restated in its entirety as follows:

The name of the Corporation is Harte Hanks, Inc.

3. This amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.
4. All other provisions of the Certificate of Incorporation shall remain in full force and effect.

IN WITNESS WHEREOF, the Corporation has caused this Certificate of Amendment to be signed by Robert L. R. Munden, its Senior Vice President, General Counsel and Secretary, this 30th day of January, 2015.

By: /s/ Robert L. R. Munden
Robert L. R. Munden
Senior Vice President,
General Counsel & Secretary