

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM363599

<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>
trueX media inc.		07/28/2015	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	trueX inc.		
<b>Street Address:</b>	11388 W. OLYMPIC BOULEVARD		
<b>City:</b>	LOS ANGELES		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90064		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3758272		
<b>Registration Number:</b>	4618886	ENGAGEMENT EXCHANGE	
<b>Serial Number:</b>	85838588	TRUE TARGETING	
<b>Serial Number:</b>	85962886	TRUEATTENTION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3109693095		
<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>	(310) 369-7630		
<b>Email:</b>	tm@fox.com		
<b>Correspondent Name:</b>	Fox Group Legal, Tina M. Pompey, Esq.		
<b>Address Line 1:</b>	P.O. Box 900		
<b>Address Line 2:</b>	Intellectual Property Department		
<b>Address Line 4:</b>	Beverly Hills, CALIFORNIA 90213-0900		
<b>ATTORNEY DOCKET NUMBER:</b>	81321062/CA2015002296		
<b>NAME OF SUBMITTER:</b>	Mei-lan Stark, Assistant Secretary		
<b>SIGNATURE:</b>	/Mei-lan Stark/		
<b>DATE SIGNED:</b>	11/24/2015		
<b>Total Attachments: 2</b>			

CH \$115.00 3758272

source=TRUEX\_MEDIA\_INC.-DE-Amendment\_(Change\_of\_Name)#page1.tif

source=TRUEX\_MEDIA\_INC.-DE-Amendment\_(Change\_of\_Name)#page2.tif

# Delaware

PAGE 1

*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 "TRUEX MEDIA INC.", CHANGING ITS NAME FROM "TRUEX MEDIA INC." TO "TRUEX INC.", FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF JULY, A.D. 2015, AT 9:20 O'CLOCK A.M.

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

4460236 8100

151099689



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 2593742

DATE: 07-28-15

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

TRADEMARK  
REEL: 005676 FRAME: 0023

**CERTIFICATE OF AMENDMENT  
TO THE  
CERTIFICATE OF INCORPORATION  
OF  
trueX media inc.**

trueX media inc., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "Corporation"), does hereby certify:

FIRST: That the Board of Directors of the Corporation (the "Board"), by written consent filed with the minutes of the Board, adopted a resolution proposing and declaring advisable the following amendment to the Certificate of Incorporation of the Corporation:

WHEREAS, it is advisable that the Corporation change its name to trueX inc.;

NOW THEREFORE BE IT RESOLVED, that the Certificate of Incorporation of the Corporation be amended by amending ARTICLE FIRST thereof to read in its entirety as follows:

"FIRST: The name of the corporation is: trueX inc."

SECOND: That the aforesaid amendment was duly adopted in accordance with the applicable provisions of Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the Corporation has caused this Certificate of Amendment to be signed by a duly authorized officer, as of the 27<sup>th</sup> day of July, 2015.

**trueX media inc.**

By: 

Print Name: Janet Nava

Title: Executive Vice President