

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM390077

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Parago, Inc.		01/23/2015	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Blackhawk Engagement Solutions, Inc.		
Street Address:	1400 South Highway Drive		
City:	Fenton		
State/Country:	MISSOURI		
Postal Code:	63099		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3979246	VALUE BOOST	
Registration Number:	4147536	GOREBATE	
CORRESPONDENCE DATA			
Fax Number:	2022891330		
<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>			
Phone:	202-289-1313		
Email:	docketingtm-dc@btlaw.com		
Correspondent Name:	Barnes & Thornburg, LLP		
Address Line 1:	1717 Pennsylvania Avenue, N.W.		
Address Line 2:	Suite 500		
Address Line 4:	Washington, D.C. 20006		
ATTORNEY DOCKET NUMBER:	69633-253260		
NAME OF SUBMITTER:	Jordan S. Weinstein		
SIGNATURE:	/jsw/		
DATE SIGNED:	07/01/2016		
Total Attachments: 6			
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**CERTIFICATE OF AMENDMENT OF
AMENDED AND RESTATED
CERTIFICATE OF INCORPORATION
OF
PARAGO, INC.**

The undersigned does hereby certify on behalf of Parago, Inc., (the "*Company*"), a corporation organized and existing under the Delaware General Corporation Law, as follows:

FIRST: That he is the duly elected and acting Secretary and General Counsel of the Company.

SECOND: That pursuant to Section 242 of the General Corporation Law of the State of Delaware, Article I of the Amended and Restated Certificate of Incorporation of the Company is hereby amended to read in its entirety as follows:

ARTICLE I

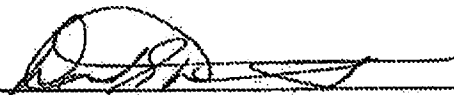
The name of the corporation is Blackhawk Engagement Solutions (DE), Inc.

THIRD: That the foregoing Certificate of Amendment of the Amended and Restated Certificate of Incorporation of the Company has been duly adopted and approved by the Board of Directors and stockholders of the Company in accordance with the applicable provisions of Sections 141, 228 and 242 of the Delaware General Corporation Law.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the undersigned hereby further declares and certifies under penalty of perjury that the facts set forth in the foregoing certificate are true and correct to his own knowledge, and that this certificate is his own act and deed.

PARAGO, INC.

By: 
David E. Durant
Secretary & General Counsel

**ARTICLES OF AMENDMENT
AND RESTATEMENT OF THE
ARTICLES OF INCORPORATION
OF
PARAGO PROMOTIONAL SERVICES, INC.**

Parago Promotional Services, Inc., a Maryland corporation (the "*Company*") hereby certifies to the State Department of Assessments and Taxation of Maryland that:

FIRST: The text of the Articles of Incorporation of the Company is hereby amended and restated to read in its entirety as follows:

ARTICLE I

NAME

The name of the corporation is Blackhawk Engagement Solutions, Inc. (the "*Company*").

ARTICLE II

PURPOSE

The Company may engage in any lawful business or activity.

ARTICLE III

PRINCIPAL OFFICE AND RESIDENT AGENT

The principal office of the Company is c/o CSC-Lawyers Incorporating Service Company, 7 St. Paul Street, Suite 820, Baltimore, MD 21202. The resident agent of the Company in Maryland is CSC-Lawyers Incorporating Service Company whose address is 7 St. Paul Street, Suite 820, Baltimore, MD 21202.

ARTICLE IV

STOCK

The Company is authorized to issue ten thousand (10,000) shares of common stock, par value of \$0.01 per share, aggregate par value of \$100.00.

ARTICLE V

DIRECTORS

Section 5.1 General. The business and affairs of the Company shall be managed under the direction of the Board of Directors.

Section 5.2 Number. The number of directors of the Company shall be three (3), which number may be changed by the Board of Directors, but shall never be less than the minimum number required by the Maryland General Corporation Law ("MGCL"). The Board of Directors may increase the number of directors and may fill any vacancy, whether resulting from an increase in the number of directors or otherwise, in the manner provided in the Bylaws. The names of the individuals who shall serve as directors of the Company until their successors are elected and qualify are as follows: Talbott Roche; Jerry Ulrich; and David Durant.

Section 5.3 Nomination of Director Candidates. Advance notice of nomination for the election of directors, other than by the Board of Directors or a committee thereof, shall be given in the manner provided in the Bylaws.

Section 5.4 Committees. The Board of Directors may establish such committees as it deems appropriate, in its discretion.

Section 5.5 Removal of Directors. Any director, or the entire Board of Directors, may be removed from office at any time, with or without cause, by the affirmative vote of at least two-thirds of the votes entitled to cast generally in the election of directors.

ARTICLE VI

LIMITATION OF LIABILITY

To the maximum extent that Maryland law in effect from time to time permits limitation of the liability of directors and officers of a corporation, no director or officer of the Company shall be liable to the Company or its stockholders for money damages. Neither the amendment nor repeal of this Article VI, nor the adoption or amendment of any other provisions of these Articles or the Bylaws inconsistent with this Article VI, shall apply to or affect in any respect the applicability of the preceding sentence with respect to any act or failure to act which occurred prior to such amendment, repeal or adoption.

ARTICLE VII

AMENDMENT OF ARTICLES OF INCORPORATION

The Company reserves the right from time to time to make any amendment to these Articles, now or hereafter authorized by law, including any amendment altering the terms or contract rights, as expressly set forth in these Articles, of the common stock of the Company. All rights and powers conferred

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by these Articles on stockholders, directors and officers are granted subject to this reservation.

ARTICLE VIII

AMENDMENT OF BYLAWS

The Bylaws may be altered, amended or repealed, and new bylaws adopted, by the vote of a majority of the entire Board of Directors or by the vote a the majority of the voting power of the common stock.

ARTICLE IX

INDEMNIFICATION

The Company shall indemnify its directors and officers to the fullest extent provided by the general laws of the State of Maryland now or hereafter enforced, including the advance of expenses under the procedures provided by such laws. The foregoing shall not limit the authority of the Company to indemnify other employees and agents consistent with law.

SECOND: The provisions set forth in these Articles of Amendment and Restatement of the Articles of Incorporation are all the provisions of the Articles of Incorporation currently in effect as herein amended. The current address and principal office of the Company, the name and address of the Company's resident agent, the current number of directors of the Company and their names are set forth herein.

THIRD: The foregoing amendment and restatement of the Articles of Incorporation of the Company was duly adopted and advised by the Board of Directors of the Company and approved by the stockholders of the Company.

[Signature Page Follows]

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We the undersigned President & CEO and Secretary, swear under penalties of perjury that the foregoing is a corporate act.

Executed on this 23rd day of January, 2015.

PARAGO PROMOTIONAL SERVICES,
INC.

By: Talbott Roche
Talbott Roche, President & CEO

By: David E. Durant
David E. Durant, Secretary

I hereby consent to my designation in this document as resident agent for this entity.

CSC-Lawyers Incorporating Service Company

By: _____
Resident Agent