

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM420990

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LBB Acquisition Sub, Inc.		01/20/2012	Corporation:
RECEIVING PARTY DATA			
Name:	The Little Blue Book, Inc.		
Street Address:	3280 Peachtree Road, Suite 600		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30305		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4118134	THE LITTLE BLUE BOOK	
Registration Number:	4118133	THE LITTLE BLUE BOOK	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	legal@sharecare.com		
Correspondent Name:	Stephen Combs		
Address Line 1:	255 E. Paces Ferry Road, NE, Suite 700		
Address Line 4:	Atlanta, GEORGIA 30305		
ATTORNEY DOCKET NUMBER:	101234-000002		
NAME OF SUBMITTER:	F. Richard Rimer, Jr.		
SIGNATURE:	/frr/		
DATE SIGNED:	03/24/2017		
Total Attachments: 3			
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source=LBB Acquisition Sub Change of Name to The Little Blue Book#page3.tif			

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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 "LBB ACQUISITION SUB, INC.", CHANGING ITS NAME FROM "LBB ACQUISITION SUB, INC." TO "THE LITTLE BLUE BOOK, INC.", FILED IN THIS OFFICE ON THE TWENTIETH DAY OF JANUARY, A.D. 2012, AT 5:22 O'CLOCK P.M.

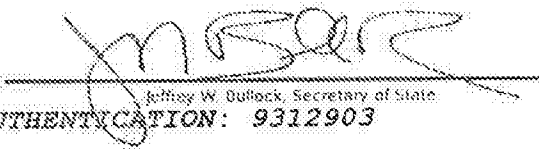
A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.

5080307 8100

120071217

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9312903

DATE: 01-23-12

TRADEMARK
REEL: 006019 FRAME: 0701

State of Delaware
Secretary of State
Division of Corporations
Delivered 05:58 PM 01/20/2012
FILED 05:22 PM 01/20/2012
V 120071217 - 5080307 FILE

FIRST AMENDMENT TO THE
CERTIFICATE OF INCORPORATION
OF
LBB ACQUISITION SUB, INC.

LBB Acquisition Sub, Inc., a corporation organized and existing under and by virtue of the provisions of the Delaware General Corporation Law (the "DGCL"), does hereby certify:

ONE: The present name of the corporation is LBB Acquisition Sub, Inc. (the "Corporation").

TWO: The date of filing of the original Certificate of Incorporation of this Corporation with the Secretary of State of the State of Delaware was December 14, 2011.

THREE: This First Amendment to the Certificate of Incorporation (this "Certificate of Amendment") amends the present Certificate of Incorporation of the Corporation (the "Certificate"), and was duly approved and adopted in accordance with the provisions of Section 242 of the DGCL, by its board of directors in accordance with Section 141 of the DGCL and by its stockholders in accordance with Section 228 of the DGCL.

RESOLVED:

ARTICLE I

This Certificate of Amendment shall become effective immediately upon its filing with the Secretary of State of the State of Delaware.

ARTICLE II

Article I of the Certificate is deleted in its entirety, and the following substituted in lieu thereof:

The name of the corporation is The Little Blue Book, Inc. (the "Corporation").

{Signature is on the following page}

I, the undersigned, as the Vice President of Finance of LBB Acquisition Sub, Inc., have signed this First Amendment to the Certificate of Incorporation on January 20, 2012.



By: /s/ Colin Daniel
Name: Colin Daniel
Title: Vice President, Finance

[Signature Page to the First Amendment to the Certificate of Incorporation]