

RECORD
TRADEMARK



103483182

To the Director of the U. S. Patent and Trademark Office

Documents or the new address(es) below.

20-51-2

1. Name of conveying party(ies):

Metrics Services, Inc.
Village Square Center, Unit 13
2616 W. John Beers
Stevensville, MI 49127-1213

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation- State: Delaware
- Other _____

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: ethnoMetrics Inc.

Internal

Address: Viad Tower

Street Address: 1850 N. Central Avenue, Suite 800

City: Phoenix

State: AZ

Country: USA

Zip: 85004-4545

Association Citizenship _____

General Partnership Citizenship _____

Limited Partnership Citizenship _____

Corporation Citizenship Delaware

Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

3. Nature of conveyance / Execution Date(s) :

Execution Date(s) November 14, 2007

- Assignment Merger
- Security Agreement Change of Name
- Other _____

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)
3,042,301

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

ETHNOMETRICS

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Viad Corp

Internal Address: Law Department

Attention: Dianne Shay

Street Address: 1850 N. Central Avenue, Suite 800

City: Phoenix

State: AZ

Zip: 85004-4545

Phone Number: 602 207-5611

Fax Number: 602 207-5480

Email Address: dshay@viad.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date 02/15/2008 - 11/30/08

b. Deposit Account Number _____
Authorized User Name _____

9. Signature:

Tina D. Wilcox
Signature

February 11, 2008
Date

Tina D. Wilcox

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

**CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF INCORPORATION
OF
METRICS SERVICES INC.**

Metrics Services Inc., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware does hereby certify:

1. Resolutions providing for amendment of the Certificate of Incorporation of the Corporation and calling a meeting of the stockholders of said corporation for consideration thereof were duly adopted by the Board of Directors of the Corporation, which resolution provides as follows:

RESOLVED, that the Certificate of Incorporation of the Corporation be amended by changing the Article thereof numbered I so that, as amended, such article shall be and read as follows:

The name of the corporation is ethnoMetrics Inc.

2. Said amendment was duly adopted by the sole shareholder of the Corporation by written consent to action without meeting in accordance with Sections 228 and 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the Corporation has caused this Certificate of Amendment of Certificate of incorporation to be executed by its duly authorized officer this 14th day of November, 2007.

By: 
Name: Scott E. Sayre
Title: Secretary

State of Delaware
Secretary of State
Division of Corporations
Delivered 12:03 PM 11/14/2007
FILED 12:03 PM 11/14/2007
SRV 071221318 - 4451825 FILE

Delaware

PAGE 1

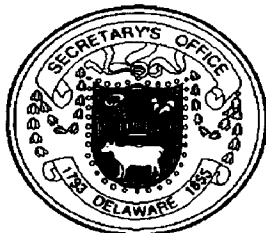
The First State

I, HARRIET SMITH WINDSOR, 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 "METRICS SERVICES INC.", CHANGING ITS NAME FROM "METRICS SERVICES INC." TO "ETHNOMETRICS INC.", FILED IN THIS OFFICE ON THE FOURTEENTH DAY OF NOVEMBER, A.D. 2007, AT 12:03 O'CLOCK P.M.

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

4451825 8100

071221318



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6158350

DATE: 11-14-07

RECORDED: 02/15/2008

TRADEMARK
REEL: 003722 FRAME: 0231