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TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

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

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bold, LLC		1104/24/2007 I	LIMITED LIABILITY
			COMPANY: UTAH

RECEIVING PARTY DATA

Name:	Bold, Inc.	
Street Address:	333 South 520 West	
Internal Address:	Suite 220	
City:	Lindon	
State/Country:	UTAH	
Postal Code:	84042	
Entity Type:	CORPORATION: UTAH	

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	76646043	BLACK RHINO
Serial Number:	76646042	

CORRESPONDENCE DATA

Fax Number: (801)852-8203

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (801) 805-3688

Email: pto@techlawventures.com

Correspondent Name: Preston C. Regehr
Address Line 1: 333 South 520 West

Address Line 2: Suite 220

Address Line 4: Lindon, UTAH 84042

ATTORNEY DOCKET NUMBER:	7224 TM BLACK RHINO
NAME OF SUBMITTER:	Preston C. Regehr
	TRADEMARK

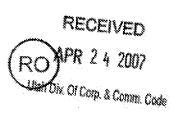
TRADEMARK REEL: 003951 FRAME: 0994

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Signature:	/Preston C. Regehr/
Date:	03/13/2009
Total Attachments: 1 source=Bold LLC to Bold Inc#page1.tif	

TRADEMARK REEL: 003951 FRAME: 0995

CERTIFICATE OF AMENDMENT TO ARTICLES OF ORGANIZATION OF BOLD, LLC.



Pursuant to Sections 48-2c-407 and 48-2c-408 of the Utah Revised Limited Liability Company Act, as amended (the "Act"), the undersigned BOLD, LLC." a Utah limited liability company (the "Company"), with Utah Division of Corporations and Commercial Code Entity No. 6527882-0160, hereby amends its Articles of Organization as set forth in this Certificate of Amendment.

- 1. The current name of the Company is BOLD, LLC.
- The original Articles of Organization of the Company (the "Articles") were filed with the Utah Division of Corporations and Commercial Code (the "Division") on March 13, 2007.
- Section 1 of the Articles is hereby amended by deleting it in its entirety and replacing it with the following:
 - "1. Name. The Company's name is BOLD INC."
- The amendment to the Articles effected by this Certificate of Amendment was adopted and ratified by the members of the Company and all of the managers of the Company, on April 6, 2007, in accordance with the requirements of the Act, the Articles and the Company's operating agreement.

Dated April 24, 2007.

BOLD INC.

Darin B. Newell

and manager

TRADEMARK REEL: 003951 FRAME: 0996

Sblo

member

RECORDED: 03/13/2009