

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	11/30/2010		
<b>CONVEYING PARTY DATA</b>			
	<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>
	Beaupre & Co. Public Relations Inc., a Brodeur Worldwide Company		11/30/2010
			<b>Entity Type</b> CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Brodeur & Partners, LLC		
<b>Street Address:</b>	855 Boylston Street		
<b>City:</b>	Boston		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	02116		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
	<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
	<b>Serial Number:</b>	75696135	BELIEF CREATION
	<b>Serial Number:</b>	75421505	CUSTOMER GOLDMINING
	<b>Serial Number:</b>	75421494	CUSTOMER GOLDMINING
	<b>Serial Number:</b>	76497641	DYNAMIC DIFFERENTIATION
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)468-4888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-468-4800		
<b>Email:</b>	jkatz@dglaw.com		
<b>Correspondent Name:</b>	Jeffrey C. Katz, Esq.		
<b>Address Line 1:</b>	Davis & Gilbert LLP		
<b>Address Line 2:</b>	1740 Broadway		
<b>Address Line 4:</b>	New York, NEW YORK 10019		

CH \$115.00 75696135

ATTORNEY DOCKET NUMBER:	5338-0001-355
NAME OF SUBMITTER:	Jeffrey C. Katz, Esq.
Signature:	/jeffrey c. katz/
Date:	12/02/2010
<b>Total Attachments: 3</b> source=BEAUPRE CO PUBLIC RELATIONS INC A BRODEUR WORLDWIDE COMPANY DE - CERTIFICATE OF MERGER#page1.tif source=BEAUPRE CO PUBLIC RELATIONS INC A BRODEUR WORLDWIDE COMPANY DE - CERTIFICATE OF MERGER#page2.tif source=BEAUPRE CO PUBLIC RELATIONS INC A BRODEUR WORLDWIDE COMPANY DE - CERTIFICATE OF MERGER#page3.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 MERGER, WHICH MERGES:

"BEAUPRE & CO. PUBLIC RELATIONS INC., A BRODEUR WORLDWIDE COMPANY", A DELAWARE CORPORATION,

WITH AND INTO "BRODEUR & PARTNERS, LLC" UNDER THE NAME OF "BRODEUR & PARTNERS, LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE THIRTIETH DAY OF NOVEMBER, A.D. 2010, AT 6:24 O'CLOCK P.M.

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

3335207 8100M

101133383



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

  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 8387691

DATE: 12-01-10

TRADEMARK  
REEL: 004423 FRAME: 0687

**CERTIFICATE OF MERGER**

**OF**

**BEAUPRE & CO. PUBLIC RELATIONS INC.,  
A BRODEUR WORLDWIDE COMPANY  
(a Delaware corporation)**

**AND**

**BRODEUR & PARTNERS, LLC  
(a Delaware limited liability company)**

Pursuant to Title 6, Section 18-209 of the Delaware Limited Liability Company Act.

1. The name of the surviving limited liability company is Brodeur & Partners, LLC, a Delaware limited liability company.

2. The name of the corporation being merged into this surviving limited liability company is Beaupre & Co. Public Relations Inc., a Brodeur Worldwide Company. The jurisdiction in which this corporation was formed is Delaware.

3. The Agreement and Plan of Merger has been approved and executed by both the corporation and limited liability company.

4. The name of the surviving limited liability company is Brodeur & Partners, LLC.

5. The executed Agreement and Plan of Merger is on file at 855 Boylston Street, Boston, Massachusetts 02116, the principal place of business of the surviving limited liability company.

6. A copy of the Agreement and Plan of Merger will be furnished by the surviving limited liability company on request, without cost, to any member of the limited liability company or any person holding an interest in any other business entity which is to merge or consolidate.

IN WITNESS WHEREOF, said limited liability company has caused this certificate to be signed by an authorized person, this 30<sup>th</sup> day of November, 2010.

**BRODEUR & PARTNERS, LLC**

By: /s/ Deborah E. Zangara  
**Name: Deborah E. Zangara**  
**Title: Secretary**

1355860v2 05337 0001-355

**RECORDED: 12/02/2010**

**TRADEMARK**  
**REEL: 004423 FRAME: 0689**