

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
Reach 3, LLC		04/30/2011	LIMITED LIABILITY COMPANY: WISCONSIN
RECEIVING PARTY DATA			
Name:	Customer Analytics, LLC		
Street Address:	305 South Main Street		
City:	Verona		
State/Country:	WISCONSIN		
Postal Code:	53593		
Entity Type:	LIMITED LIABILITY COMPANY: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3476711	ROCKIT BOX	
CORRESPONDENCE DATA			
Fax Number:	(414)273-5198		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-273-3500		
Email:	bgilpin@gklaw.com		
Correspondent Name:	Brian G. Gilpin; Godfrey & Kahn, S.C.		
Address Line 1:	780 N. Water Street		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	008404-0015		
NAME OF SUBMITTER:	Brian G. Gilpin		
Signature:	/Brian G. Gilpin/		
Date:	05/20/2011		
Total Attachments: 1 source=reach#page1.tif			

CH \$40.00 3476711

RECEIVED

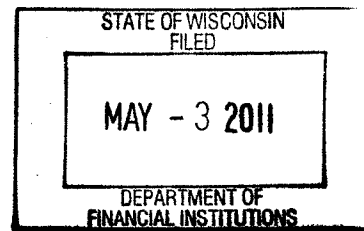
MAY - 2 2011

WISCONSIN
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AMENDMENT TO ARTICLES OF ORGANIZATION

OF

REACH 3, LLC



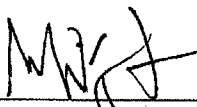
Pursuant to the consent of the sole member of Reach 3, LLC, and in accordance with Section 183.0404(2) of the Wisconsin Statutes, the following resolution was duly adopted on April 30, 2011:

BE IT RESOLVED, that the Articles of Organization of Reach 3, LLC, be and they hereby are, amended by deleting Article 1 thereof and inserting in its place the following:

Article 1. **Name of the limited liability company:**
Customer Analytics, LLC

Executed this 30th day of April, 2011.

REACH 3, LLC

By: 
Michael Knight, Manager

This instrument was drafted by:

Patricia Falb
Godfrey & Kahn, S.C.
780 North Water Street
Milwaukee, Wisconsin 53202