



11/22/2011

11-22-11



103636732

2

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

Documents or the new address(es) below.

**1. Name of conveying party(ies):**

GES Exposition Services, Inc.

- Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation- State: Nevada  
 Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

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

Execution Date(s) February 2, 2010

- Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

**Name of receiving party(ies)**

- Yes  
 No

Additional names, addresses, or citizenship attached?

Name: Global Experience Specialists, Inc.

Internal Address: \_\_\_\_\_

Address: \_\_\_\_\_

Street Address: 950 Grier Drive

City: Las Vegas

State: NV

Country: United States Zip: 89119

- Association      Citizenship \_\_\_\_\_  
 General Partnership      Citizenship \_\_\_\_\_  
 Limited Partnership      Citizenship \_\_\_\_\_  
 Corporation      Citizenship Nevada  
 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)

**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):

3,042,301 ETHNOMETRICS

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

Name: Dianne Shay

Internal Address: \_\_\_\_\_

Street Address: 1850 N. Central Avenue, Suite 1900

City: Phoenix

State: AZ Zip: 85004-4565

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 to deposit account  
 Enclosed

**8. Payment Information:**

Deposit Account Number 11/22/2011 TLEE11 00000022 3042301

Authorized User Name \_\_\_\_\_ 40.00 00

**9. Signature:**

*Tina D. Wilcox*  
 Signature

November 17, 2011  
 Date

Tina D. Wilcox  
 Name of Person Signing

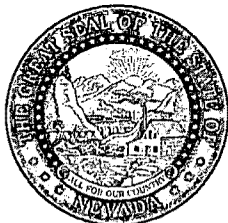
Total number of pages including cover sheet, attachments, and document:

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

STATE OF NEVADA

ROSS MILLER  
Secretary of State



SCOTT W. ANDERSON  
Deputy Secretary  
for Commercial Recordings

OFFICE OF THE  
SECRETARY OF STATE

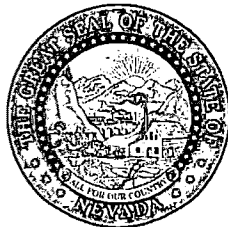
Certified Copy

February 1, 2010

**Job Number:** C20100201-2534  
**Reference Number:**  
**Expedite:**  
**Through Date:**

The undersigned filing officer hereby certifies that the attached copies are true and exact copies of all requested statements and related subsequent documentation filed with the Secretary of State's Office, Commercial Recordings Division listed on the attached report.

Document Number(s)	Description	Number of Pages
20100064782-20	Amendment	1 Pages/1 Copies



Respectfully,

A handwritten signature in black ink, appearing to read "Ross Miller".

ROSS MILLER  
Secretary of State


Certified By: Robert Sandberg  
Certificate Number: C20100201-2534  
You may verify this certificate  
online at <http://www.nvsos.gov/>

Commercial Recording Division  
202 N. Carson Street  
Carson City, Nevada 89701-4069  
Telephone (775) 684-5708  
Fax (775) 684-7138

TRADEMARK  
REEL: 004678 FRAME: 0424



ROSS MILLER  
 Secretary of State  
 204 North Carson Street, Suite 1  
 Carson City, Nevada 89701-4520  
 (775) 684 5708  
 Website: www.nvsos.gov

Filed in the office of 	Document Number <b>20100064782-20</b>
Ross Miller Secretary of State State of Nevada	Filing Date and Time <b>02/01/2010 2:55 PM</b>
	Entity Number <b>C4644-1983</b>

**Certificate of Amendment**  
 (PURSUANT TO NRS 78.385 AND 78.390)

USE BLACK INK ONLY - DO NOT HIGHLIGHT

ABOVE SPACE IS FOR OFFICE USE ONLY

**Certificate of Amendment to Articles of Incorporation**  
**For Nevada Profit Corporations**  
 (Pursuant to NRS 78.385 and 78.390 - After Issuance of Stock)

1. Name of corporation:

GES Exposition Services, Inc.

2. The articles have been amended as follows: (provide article numbers, if available)

Article I  
 The name of the corporation is Global Experience Specialists, Inc.

3. The vote by which the stockholders holding shares in the corporation entitling them to exercise a least a majority of the voting power, or such greater proportion of the voting power as may be required in the case of a vote by classes or series, or as may be required by the provisions of the articles of incorporation\* have voted in favor of the amendment is:

100%

4. Effective date of filing: (optional)

2/2/10

(must not be later than 90 days after the certificate is filed)

5. Signature: (required)

X *Diana L. Watson*

Signature of Officer Diana L. Watson, Assistant Secretary

\*If any proposed amendment would alter or change any preference or any relative or other right given to any class or series of outstanding shares, then the amendment must be approved by the vote, in addition to the affirmative vote otherwise required, of the holders of shares representing a majority of the voting power of each class or series affected by the amendment regardless to limitations or restrictions on the voting power thereof.

**IMPORTANT:** Failure to include any of the above information and submit with the proper fees may cause this filing to be rejected.

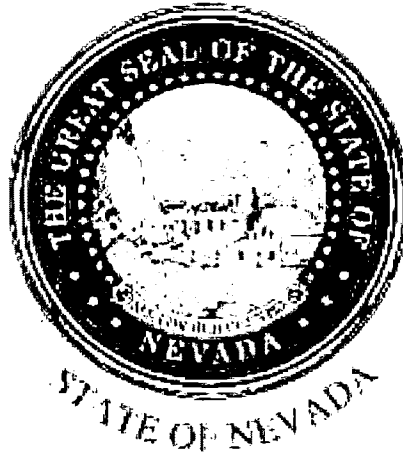
This form must be accompanied by appropriate fees.

Nevada Secretary of State Amend Profit-After  
 Revised: 3-8-09

NV009 - 03/22/2009 C T System Online

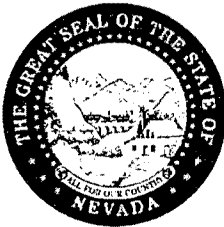
**TRADEMARK**  
**REEL: 004678 FRAME: 0425**

# SECRETARY OF STATE



## CERTIFICATE OF NAME CHANGE

I, ROSS MILLER, the duly qualified and elected Nevada Secretary of State, do hereby certify that on February 1, 2010, a Certificate of Amendment to its Articles of Incorporation changing the name to **GLOBAL EXPERIENCE SPECIALISTS, INC.**, was filed in this office by **GES EXPOSITION SERVICES, INC.**. Said change of name has been made in accordance with the laws of the State of Nevada and that said Certificate of Amendment is now on file and of record in this office.



IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of State, at my office on February 1, 2010.

ROSS MILLER  
Secretary of State

Certified By: Robert Sandberg  
Certificate Number: C20100201-2534  
You may verify this certificate  
online at <http://www.nvsos.gov/>