

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2648673

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	CHANGE OF NAME	
CONVEYING PARTY DATA		
Name		Execution Date
AUGME TECHNOLOGIES, INC.		08/15/2013
RECEIVING PARTY DATA		
Name:	HIPCRICKET, INC.	
Street Address:	350 SEVENTH AVENUE	
Internal Address:	SECOND FLOOR	
City:	NEW YORK CITY	
State/Country:	NEW YORK	
Postal Code:	10001	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	13760709	
CORRESPONDENCE DATA		
Fax Number:	(847)770-6006	
Phone:	(847) 770-6000	
Email:	assignments@rosenbaumip.com	
<i>Correspondence will be sent via US Mail when the email attempt is unsuccessful.</i>		
Correspondent Name:	ROSENBAUM IP	
Address Line 1:	1480 TECHNY ROAD	
Address Line 4:	NORTHBROOK, ILLINOIS 60062	
ATTORNEY DOCKET NUMBER:	6154-048	
NAME OF SUBMITTER:	J. PETER PAREDES	
Signature:	/J. Peter Paredes/	
Date:	12/13/2013	
Total Attachments: 1 source=Augme Amended Certificate DE - Hipcricket Inc1#page1.tif		

CH \$40.00 13760709

CERTIFICATE of AMENDMENT
of
AMENDED AND RESTATED CERTIFICATE of
INCORPORATION of
AUGME TECHNOLOGIES,
INC.

Pursuant to §242 of the General Corporation Law of the State of
Delaware

Augme Technologies, Inc., a corporation organized and existing under the laws of the State of
Delaware, hereby certifies and sets forth as follows:

FIRST: That at a meeting of the Board of Directors of Augme Technologies, Inc. resolutions
were duly adopted setting forth a proposed amendment of the Amended and Restated Certificate of
Incorporation of said corporation, declaring said amendment to be advisable and calling a meeting of the
stockholders of said corporation for consideration thereof. The resolution setting forth the proposed
amendment is as follows:

RESOLVED: that the Certificate of Incorporation of this corporation be amended by
changing Article One so that, as amended, it shall be and read as follows:

"The name of this Corporation is Hipcricket, Inc."

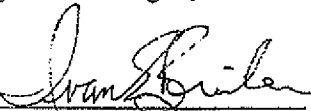
SECOND: That thereafter, pursuant to resolution of its Board of Directors, the annual meeting of
the stockholders of said corporation was duly called and held upon notice in accordance with Section 222 of
the General Corporation Law of the State of Delaware, at which meeting the necessary number of shares as
required by statute were voted in favor of the amendment.

THIRD: That said amendment was duly adopted in accordance with the provisions of Section
242 of the General Corporation Law of the State of Delaware.

FOURTH: That said amendment is to be effective at 5:00 p.m., Eastern Time, on August 23,
2013.

IN WITNESS WHEREOF, said corporation has caused this Certificate to be signed this 15th day of August,
2013.

Augme Technologies, Inc.

By: 

Name: Ivan Braiker

Title: Chief Executive Officer