

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
HEYLETSGO, INC.		04/26/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	GOING, INC.		
Street Address:	8 Winter Street, 6th Floor		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02108		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3212986	HEYLETSGO	
Registration Number:	3227450	HEYLETSGO	
Registration Number:	3222287	HEYLETSGO	
Serial Number:	77192010	GOING	
CORRESPONDENCE DATA			
Fax Number:	(617)523-1231		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617.570.1292		
Email:	mrovner@goodwinprocter.com		
Correspondent Name:	Miriam J. Rovner, Senior Paralegal		
Address Line 1:	Goodwin Procter LLP		
Address Line 2:	Exchange Place, 53 State Street		
Address Line 4:	Boston, MASSACHUSETTS 02109		
ATTORNEY DOCKET NUMBER:	122331-170514		
NAME OF SUBMITTER:	Miriam J. Rovner		

CH \$115.00 3212986

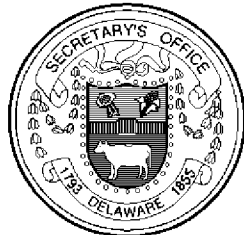
Signature:	/mjr/
Date:	06/14/2007
Total Attachments: 1 source=HEYLETSGO Name Change#page1.tif	

Delaware

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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE SAID "HEYLETS GO, INC.", FILED A CERTIFICATE OF AMENDMENT, CHANGING ITS NAME TO "GOING, INC.", THE TWENTY-SIXTH DAY OF APRIL, A.D. 2007, AT 10:51 O'CLOCK A.M.



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070667081

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5725043

DATE: 06-04-07

RECORDED: 06/15/2007

TRADEMARK
REEL: 003562 FRAME: 0342