

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
Intermedia Advertising Group, Inc.		07/20/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	IAG Research, Inc.		
Street Address:	60 Spring Street		
Internal Address:	Suite 904		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10012		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2888099	REWARDTV	
CORRESPONDENCE DATA			
Fax Number:	(312)474-0448		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-474-6300		
Email:	docket@marshallip.com		
Correspondent Name:	Michael R. Graham		
Address Line 1:	233 South Wacker Drive		
Address Line 2:	Suite 6300		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	31497/60000		
NAME OF SUBMITTER:	Michael R. Graham		
Signature:	/Michael R. Graham/		

OP \$40.00 2888099

Date:

12/10/2008

Total Attachments: 2

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Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "INTERMEDIA ADVERTISING GROUP, INC.", CHANGING ITS NAME FROM "INTERMEDIA ADVERTISING GROUP, INC." TO "IAG RESEARCH, INC.", FILED IN THIS OFFICE ON THE NINETEENTH DAY OF AUGUST, A.D. 2004, AT 6:49 O'CLOCK P.M.

3099933 8100

080981413

You may verify this certificate online
at corp.delaware.gov/authver.shtml



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6870999

DATE: 09-24-08

TRADEMARK

REEL: 003901 FRAME: 0072

**CERTIFICATE OF AMENDMENT
OF
RESTATED CERTIFICATE OF INCORPORATION**

Intermedia Advertising Group, Inc., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "Corporation"),

DOES HEREBY CERTIFY:

FIRST: That the Board of Directors of the Corporation, adopted a resolution by the unanimous written consent of its directors, filed with the minutes of the Board proposing and declaring advisable the following amendment to the Seventh Amended and Restated Certificate of Incorporation of said Corporation:


RESOLVED, that the Seventh Amended and Restated Certificate of Incorporation of Intermedia Advertising Group, Inc. be amended by changing the Article I thereof so that, as amended, said Article shall be and read as follows:

"ARTICLE I: The name of this Corporation is IAG Research, Inc."

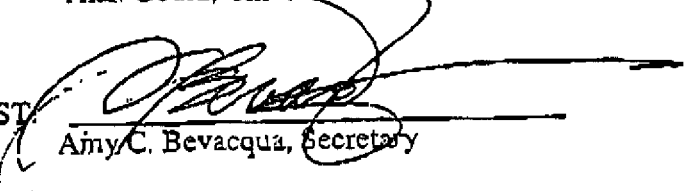
SECOND: That in lieu of a meeting and vote of stockholders, the majority of the stockholders has given its written consent to said amendment in accordance with the provisions of Section 228 of the General Corporation Law of the State of Delaware.

THIRD: That the aforesaid amendment was duly adopted in accordance with the applicable provisions of Sections 242 and 228 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the undersigned have signed this instrument this 20th day of July, 2004.


Alan Gould, Chief Executive Officer

ATTEST


Ajmy C. Bevacqua, Secretary