

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | CHANGE OF NAME | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Maritz Inc. | | 05/30/2008 | CORPORATION: MISSOURI |
| RECEIVING PARTY DATA | | | |
| Name: | Maritz Holdings Inc. | | |
| Street Address: | 1375 North Highway Drive | | |
| City: | Fenton | | |
| State/Country: | MISSOURI | | |
| Postal Code: | 63099 | | |
| Entity Type: | CORPORATION: MISSOURI | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2662582 | YOUR REWARDS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (314)231-4342 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 314-345-7000 | | |
| Email: | kbastunas@senniger.com | | |
| Correspondent Name: | Paul Fleischut- Senniger Powers LLP | | |
| Address Line 1: | 100 North Broadway, 17th Floor | | |
| Address Line 4: | St. Louis, MISSOURI 63102 | | |
| ATTORNEY DOCKET NUMBER: | MRZ 8966: PIF/KSB | | |
| NAME OF SUBMITTER: | Paul I. J. Fleischut | | |
| Signature: | /paul fleischut/ | | |
| Date: | 12/15/2008 | | |

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Total Attachments: 3
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File Number:
00041694
Date Filed: 05/30/2008
Robin Carnahan
Secretary of State

**AMENDMENT OF ARTICLES OF INCORPORATION
OF
MARITZ INC.**

**HONORABLE ROBIN CARNAHAN
SECRETARY OF STATE
STATE OF MISSOURI
JEFFERSON CITY, MISSOURI 65101**

Pursuant to the provisions of The General and Business Corporation Law of Missouri, the undersigned Corporation certifies the following:

SECTION 1

The present name of the Corporation is Maritz Inc. The name under which it was originally organized is Maritz Watch Company.

An amendment to the Corporation's Restated Articles of Incorporation was adopted by the shareholders of the Corporation on May 29, 2008.

SECTION 2

Article FIRST of the Restated Articles of Incorporation of Maritz Inc. is amended to read in its entirety as follows:

FIRST: The name of this corporation (which is sometimes hereinafter referred to as the "corporation" and sometimes as the "company") shall be Maritz Holdings Inc.

SECTION 3

All of the 1,670,198 shares of Class A common stock, par value 2 1/2¢ per share, outstanding were entitled to vote on the foregoing amendment. 1,670,198 shares of Class A common stock were voted for said amendment, and no shares of Class A common stock were voted against said amendment.

SECTION 4

The Amendment did not provide for any exchange, reclassification, or cancellation of issued shares, or a reduction of the number of authorized shares of any class below the value of issued shares of that class.



In affirmation thereof the facts stated above are true and correct.

MARITZ INC.

By



John F. Risberg

Senior Executive Vice President,
Chief Administrative Officer and
General Counsel

Dated: May 30, 2008

State of Missouri



Robin Carnahan
Secretary of State

CERTIFICATE OF AMENDMENT

WHEREAS,

Maritz Holdings Inc.
00041694

Formerly,

MARITZ INC.

A corporation organized under The General and Business Corporations Law has delivered to me a Certificate of Amendment of its Articles of Incorporation and has in all respects complied with the requirements of law governing the Amendment of Articles of Incorporation under The General Business Corporation Law, and that the Articles of Incorporation of said corporation are amended in accordance therewith.

IN TESTIMONY WHEREOF, I hereunto
set my hand and cause to be affixed the
GREAT SEAL of the State of Missouri.
Done at the City of Jefferson, this
30th day of May, 2008.

A handwritten signature in cursive script that reads "Robin Carnahan".

Secretary of State

