

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Business News Publishing Company		11/12/2003	CORPORATION: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
Name:	BNP Media, Inc.		
Street Address:	2401 West Big Beaver Road, Suite 700		
City:	Troy		
State/Country:	MICHIGAN		
Postal Code:	48084		
Entity Type:	CORPORATION: MICHIGAN		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	1527311	ADSCORE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(248)203-0763		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	248-203-0825		
Email:	ipmail@dykema.com		
Correspondent Name:	Michelle R. Osinski, Dykema Gossett PLLC		
Address Line 1:	39577 Woodward Avenue, Suite 300		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304		
ATTORNEY DOCKET NUMBER:	063575-0008		
NAME OF SUBMITTER:	Michelle R. Osinski, Dykema Gossett PLLC		
Signature:	/Michelle R. Osinski/		
Date:	01/27/2009		

**CH \$40.00 1527311**

Total Attachments: 4

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# *Michigan Department of Consumer and Industry Services*

## *Filing Endorsement*

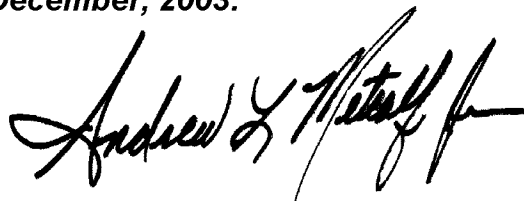
*This is to Certify that the CERTIFICATE OF AMENDMENT - CORPORATION  
for  
BNP MEDIA, INC.*

*ID NUMBER: 111894*

*received by facsimile transmission on December 3, 2003 is hereby endorsed filed on  
December 3, 2003 by the Administrator. The document is effective on the date filed,  
unless a subsequent effective date within 90 days after received date is stated in the  
document.*

*Effective Date: January 1, 2004*

*In testimony whereof, I have hereunto set my  
hand and affixed the Seal of the Department,  
in the City of Lansing, this 3rd day  
of December, 2003.*



*, Director*



BCS(CD-515 (Rev. 02/01)

<b>MICHIGAN DEPARTMENT OF CONSUMER &amp; INDUSTRY SERVICES BUREAU OF COMMERCIAL SERVICES</b>																			
Date Received	(FOR BUREAU USE ONLY)																		
	This document is effective on the date filed, unless a subsequent effective date within 90 days after received date is stated in the document.																		
<table border="1" style="width: 100%;"> <tr> <td colspan="3">Name</td> </tr> <tr> <td>Ritu Vig</td> <td colspan="2">c/o Dykema Gossett PLLC</td> </tr> <tr> <td colspan="3">Address</td> </tr> <tr> <td colspan="3">39577 Woodward Avenue, Suite 300</td> </tr> <tr> <td>City</td> <td>State</td> <td>Zip Code</td> </tr> <tr> <td>Bloomfield Hills</td> <td>MI</td> <td>48304-2820</td> </tr> </table>		Name			Ritu Vig	c/o Dykema Gossett PLLC		Address			39577 Woodward Avenue, Suite 300			City	State	Zip Code	Bloomfield Hills	MI	48304-2820
Name																			
Ritu Vig	c/o Dykema Gossett PLLC																		
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Bloomfield Hills	MI	48304-2820																	
EFFECTIVE DATE:																			

Document will be returned to the name and address you enter above. If left blank document will be mailed to the registered office.

**CERTIFICATE OF AMENDMENT TO THE ARTICLES OF INCORPORATION**  
For use by Domestic Profit and Nonprofit Corporations  
(Please read information and instructions on the last page)

*Pursuant to the provisions of Act 284, Public Acts of 1972 (profit corporations), or Act 162, Public Acts of 1982 (nonprofit corporations), the undersigned corporation executes the following Certificate:*

1. The present name of the corporation is:	Business News Publishing Company
2. The identification number assigned by the Bureau is:	111894

3. Article \_\_\_\_\_ of the Articles of Incorporation is hereby amended to read as follows:

See attached Exhibit A.

M1006 - 5/29/2001 C T System Update

COMPLETE ONLY ONE OF THE FOLLOWING:

4. (For amendments adopted by unanimous consent of incorporators before the first meeting of the board of directors or trustees.)

The foregoing amendment to the Articles of Incorporation was duly adopted on the \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_, in accordance with the provisions of the Act by the unanimous consent of the incorporator(s) before the first meeting of the Board of Directors or Trustees.

Signed this \_\_\_\_\_ day of \_\_\_\_\_

Signature lines for two individuals, including labels for (Signature) and (Type or Print Name).

5. (For profit and nonprofit corporations whose Articles state the corporation is organized on a stock or on a membership basis.)

The foregoing amendment to the Articles of Incorporation was duly adopted on the 12th day of November, 2003 by the shareholders if a profit corporation, or by the shareholders or members if a nonprofit corporation (check one of the following)

- Four checkboxes with corresponding text: 'at a meeting the necessary votes were cast in favor of the amendment.', 'by written consent of the shareholders or members having not less than the minimum number of votes required by statute...', 'by written consent of all the shareholders or members entitled to vote in accordance with section 407(3) of the Act...', and 'by the board of a profit corporation pursuant to section 611(2).'

Profit Corporations
Signed this 12th day of November, 2003
By [Signature]
Taggart E. Henderson
(Type or Print Name)

Nonprofit and Professional Service Corporations
Signed this \_\_\_\_\_ day of \_\_\_\_\_
By \_\_\_\_\_
(Type or Print Name) (Type or Print Title)

Exhibit A

Article 1 is amended to read in its entirety:

The name of the corporation is BNP Media, Inc.

The effective date of this amendment is January 1, 2004.