

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
Swarmbuilder, Inc.		01/10/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	eXperticity, Inc.
Street Address:	224 South 200 West
Internal Address:	Suite 230
City:	Salt Lake City
State/Country:	UTAH
Postal Code:	84101
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	85276633	INFLUENCER
Serial Number:	85356306	XPERTICITY
Serial Number:	85276682	INFLUENCE FACTOR
Serial Number:	77854915	BRANDRIOT
Registration Number:	3958826	3POINT5
Registration Number:	3958825	PROMOTIVE
Registration Number:	3958824	SWARMBUILDER
Registration Number:	3033586	3POINT5

CORRESPONDENCE DATA

Fax Number: (801)328-1707
 Phone: 801-533-9800
 Email: jstringham@wnlaw.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

OP \$215.00 85276633

Correspondent Name: John C. Stringham
Address Line 1: 60 East South Temple
Address Line 2: 1000 Eagle Gate Tower
Address Line 4: Salt Lake City, UTAH 84111

ATTORNEY DOCKET NUMBER:	16521.14
NAME OF SUBMITTER:	John C. Stringham
Signature:	/John C. Stringham, 40831/
Date:	01/11/2012

Total Attachments: 4
source=2012_01_Experticity Cert In Good Standing#page1.tif
source=2012_01_Experticity Name Change_Utah Filing_UTAH STAMPED#page1.tif
source=2012_01_SwarmBuilder-Experticity Name Change Certificate#page1.tif
source=2012_01_SwarmBuilder-Experticity Name Change Certificate#page2.tif

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY "EXPERTICITY, INC." IS DULY INCORPORATED UNDER THE LAWS OF THE STATE OF DELAWARE AND IS IN GOOD STANDING AND HAS A LEGAL CORPORATE EXISTENCE SO FAR AS THE RECORDS OF THIS OFFICE SHOW, AS OF THE TENTH DAY OF JANUARY, A.D. 2012.

AND I DO HEREBY FURTHER CERTIFY THAT THE SAID "EXPERTICITY, INC." WAS INCORPORATED ON THE FIRST DAY OF DECEMBER, A.D. 2004.

AND I DO HEREBY FURTHER CERTIFY THAT THE FRANCHISE TAXES HAVE BEEN PAID TO DATE.

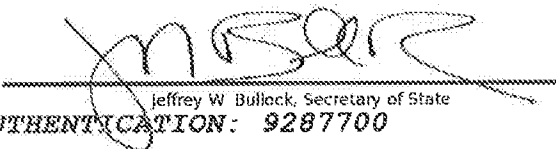
AND I DO HEREBY FURTHER CERTIFY THAT THE ANNUAL REPORTS HAVE BEEN FILED TO DATE.

3889446 8300

120032715

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9287700

DATE: 01-10-12

TRADEMARK
REEL: 004697 FRAME: 0095

RECEIVED
EXPEDITE JAN 10 2012



State of Utah
DEPARTMENT OF COMMERCE
Division of Corporations & Commercial Code
Utah Div. of Corp. & Comm. Code
Application Amending Authority to Conduct Affairs or Registration

Non-Refundable Processing Fee: Check Here If:

- Foreign Profit Corporation \$37.00
- Foreign Nonprofit Corporation \$37.00
- Foreign Limited Partnership \$37.00
- Foreign Limited Liability Company \$37.00

Entity Number: 6875045-0143

If the business name has changed its name in the home state, a copy of the Certificate of Amendment or a certified copy of the amendment must accompany this application.

1. Check either or both of the following which apply:

- The name of the entity is changing its name in Utah to the new name of the corporation in the home state.
- The name of the entity is being changed in Utah to comply with Utah State Insurance Regulations.

2. Amending the business name:

Current Name in Utah: SwarmBuilder, Inc.

Name of Home State: Delaware

Business entity name in home state: eXplicity, Inc.

*The entity shall use as its name in Utah: eXplicity, Inc.

If the name is not available in Utah the corporation shall use _____

*The entity shall use its name as set forth, unless this name is not available.

3. Amending the duration of the business existence

The businesses period of duration is changed to: N/A

4. Purpose of the business Customer Service

5. Amending the state or country of incorporation/registration

The entity's state or country of incorporation/registration is changed to: N/A

6. Under penalties of perjury, I declare this Application to Amend the Certificate of Authority or Registration to be, to the best of my knowledge and belief, true and correct.

[Signature]
Signature

CEO
Title

1/10/12
Date

Under GRAMA (63-2-201), all registration information maintained by the Division is classified as public record. For confidentiality purposes, you may use the business entity physical address rather than the residential or private address of any individual affiliated with the entity.

Mailing/Faxing Information: www.corporations.utah.gov/contactus.html Division's Website: www.corporations.utah.gov

01-10-12P04:26 RCVD

01/10/2012
Receipt Number: 50171997
Amount Paid: \$124.00

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, 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 "SWARMBUILDER, INC.", CHANGING ITS NAME FROM "SWARMBUILDER, INC." TO "EXPERTICITY, INC.", FILED IN THIS OFFICE ON THE TENTH DAY OF JANUARY, A.D. 2012, AT 1:26 O'CLOCK P.M.

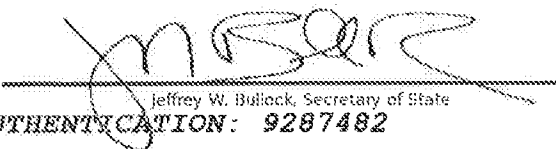
A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

3889446 8100

120030309

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9287482

DATE: 01-10-12

TRADEMARK
REEL: 004697 FRAME: 0097

CERTIFICATE OF AMENDMENT OF
CERTIFICATE OF INCORPORATION
OF
SWARMBUILDER, INC.

(WHICH IS CHANGING ITS NAME HEREBY TO EXPERTICITY, INC.)

SWARMBUILDER, INC. (the "Corporation"), organized and existing under and by virtue of the Delaware General Corporation Law, hereby certifies as follows:

A. The name of the Corporation is SwarmBuilder, Inc. The Corporation's original Certificate of Incorporation was filed with the Delaware Secretary of State on December 1, 2004, and was amended and restated by the filing of an Amended and Restated Certificate of Incorporation on May 5, 2011 (the "Certificate of Incorporation").

B. By unanimous written consent of the Board of Directors of the Corporation, a resolution was duly adopted, pursuant to Sections 141(f) and 242 of the Delaware General Corporation Law, setting forth an amendment to the Certificate of Incorporation of the Corporation and declaring the amendment to be advisable.

C. The amendment was approved by the written consent of holders of a majority of the Corporation's outstanding Common Stock and Preferred Stock, voting together as a single group, by holders of a majority of the Corporation's outstanding Common Stock, voting as a single class, and by holders of a majority of the Corporation's Preferred Stock, voting as a single class, in accordance with Section 242 of the Delaware General Corporation Law and the provisions of the Certificate of Incorporation.

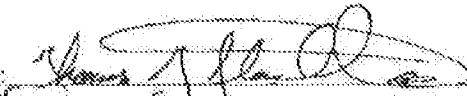
D. The amendment as adopted, changes the name of the Corporation from SwarmBuilder, Inc. to eXperticity, Inc.

E. The amendment revises Article I of the Certificate of Incorporation, as amended, to read in its entirety as follows:

"The name of the Corporation is eXperticity, Inc."

IN WITNESS WHEREOF, the Corporation has caused this Certificate of Amendment to be duly executed effective as of the 10th day of January, 2012.

SwarmBuilder, Inc.

By: 
Name: Thomas G. Stockham
Title: Chief Executive Officer