

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	06/30/2007

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
GSD&M LP		06/26/2007	LIMITED PARTNERSHIP: DELAWARE

**RECEIVING PARTY DATA**

Name:	GSD&M LLC
Street Address:	828 West 6th Street
City:	Austin
State/Country:	TEXAS
Postal Code:	78703
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 12**

Property Type	Number	Word Mark
Serial Number:	78957906	DYNAMIC COLLABORATION
Serial Number:	78973546	GSD&M IDEATION LAB
Serial Number:	77096559	NEWMARKETING ROADMAP
Registration Number:	2164528	IDEA CITY
Registration Number:	2381566	GSD&M
Registration Number:	1651641	THE UNINVITED GUEST
Registration Number:	2577993	IDEA UNIVERSITY PRESS
Registration Number:	2577992	IDEA UNIVERSITY
Registration Number:	2748106	STUDENTS OF THE WORLD
Registration Number:	2769868	IDEA SUMMIT
Registration Number:	2662727	ALLI PLAN
Registration Number:	2768403	PURPOSE-BASED BRANDING

CH \$315.00 78957906

CORRESPONDENCE DATA

Fax Number: (214)756-8612  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 214-740-8612  
Email: mschulman@lockeliddell.com  
Correspondent Name: Michael R. Schulman  
Address Line 1: 2200 Ross Avenue, Suite 2200  
Address Line 4: Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER:	534036.49352
NAME OF SUBMITTER:	Michael R. Schulman
Signature:	/Michael R. Schulman/
Date:	08/20/2007

Total Attachments: 3  
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# Delaware

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*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 MERGER, WHICH MERGES:

"GSD&M GP LLC", A DELAWARE LIMITED LIABILITY COMPANY,

"GSD&M LP", A DELAWARE LIMITED PARTNERSHIP,

WITH AND INTO "GGT LP LLC" UNDER THE NAME OF "GSD&M LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE TWENTY-SEVENTH DAY OF JUNE, A.D. 2007, AT 6:42 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE THIRTIETH DAY OF JUNE, A.D. 2007, AT 11:59 O'CLOCK P.M.

3301597 8100M

070759806



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5831779

DATE: 07-11-07

TRADEMARK  
REEL: 003604 FRAME: 0845

**CERTIFICATE OF MERGER**  
of  
**GSD&M GP LLC**  
and  
**GSD&M LP**  
with and into  
**GGT LP LLC**

Pursuant to the provisions of §18-209 of the Delaware Limited Liability Company Act and §17-211 of the Delaware Revised Uniform Limited Partnership Act, GGT LP LLC, a Delaware limited liability company (the "Surviving Entity"), hereby submits the following Certificate of Merger for filing with the Secretary of State of the State of Delaware.

1. The name and state of formation or organization of each of the constituent entities to this merger are as follows:

<u>Name</u>	<u>State of Formation or Organization</u>
GSD&M GP LLC	Delaware
GSD&M LP	Delaware
GGT LP LLC	Delaware

2. The Agreement and Plan of Merger by and among GSD&M GP LLC, GSD&M LP and the Surviving Entity has been approved and executed by each of the constituent entities.

3. The name of the surviving limited liability company is "GGT LP LLC."

4. In accordance with the Agreement and Plan of Merger, the first article of the Certificate of Formation of GGT LP LLC, relating to the name of the limited liability company, is hereby amended to read in its entirety as follows:

"1. Name. The name of the limited liability company is GSD&M LLC."

The Certificate of Formation of GGT LP LLC, as amended hereby, shall continue in full force and effect as the Certificate of Formation of the Surviving Entity.


5. The Agreement and Plan of Merger is on file at the principal place of business of the Surviving Entity at 828 West 6<sup>th</sup> Street, Austin, Texas 78703.

6. A copy of the Agreement and Plan of Merger will be furnished by the Surviving Entity, upon request and without cost, to any member of any constituent limited liability company and any partner of any constituent partnership.

7. This Certificate of Merger shall be effective at 11:59 p.m., Delaware time, on June 30, 2007.

IN WITNESS WHEREOF, this Certificate of Merger has been duly executed by the  
Surviving Entity by its authorized officer as of June 26, 2007.

**GGT LP LLC,**  
a Delaware limited liability company

By:   
Elaine F. Stein  
Authorized Person