

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
GSD&M LLC		08/27/2007	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 21

Property Type	Number	Word Mark
Registration Number:	2662727	ALLI PLAN
Serial Number:	78957906	DYNAMIC COLLABORATION
Registration Number:	2381566	GSD&M
Serial Number:	77269158	GSD&M IDEA CITY
Serial Number:	78973546	GSD&M IDEATION LAB
Serial Number:	77258381	IC
Serial Number:	77259875	IC GSD&M IDEA CITY
Serial Number:	77258388	IC GSD&M IDEA CITY
Serial Number:	77258385	IC IDEA CITY
Registration Number:	2164528	IDEA CITY
Serial Number:	77260853	IDEACITY ANALYTICS
Serial Number:	77263721	IDEACITY COMMUNICATIONS
Serial Number:	77260850	IDEACITY MEDIA
Serial Number:	77260843	IDEACITY NETWORK

CH \$540.00 2662727

Registration Number:	2769868	IDEA SUMMIT
Registration Number:	2577992	IDEA UNIVERSITY
Registration Number:	2577993	IDEA UNIVERSITY PRESS
Serial Number:	77096559	NEWMARKETING ROADMAP
Registration Number:	2768403	PURPOSE-BASED BRANDING
Registration Number:	2748106	STUDENTS OF THE WORLD
Registration Number:	1651641	THE UNINVITED GUEST

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, dadocket@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:	09/14/2007

Total Attachments: 2
source=GSD&M Name Change-1#page1.tif
source=GSD&M Name Change-2#page1.tif

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 "GSD&M LLC", CHANGING ITS NAME FROM "GSD&M LLC" TO "GSD&M IDEA CITY LLC", FILED IN THIS OFFICE ON THE TWENTY-SEVENTH DAY OF AUGUST, A.D. 2007, AT 6:15 O'CLOCK P.M.

3301597 8100

070961553



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5958000

DATE: 08-28-07

TRADEMARK
REEL: 003621 FRAME: 0931

GSD&M LLC

**CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF FORMATION**

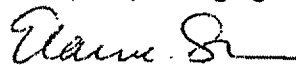
This Certificate of Amendment of GSD&M LLC is being executed by the undersigned for the purpose of amending the Certificate of Formation of GSD&M LLC pursuant to Section 18-202 of the Delaware Limited Liability Company Act.

1. The name of the limited liability company GSD&M LLC (the "Company").
2. Paragraph 1. of the Company's Certificate of Formation is hereby amended to read as follows:

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

IN WITNESS WHEREOF, the undersigned has executed this Certificate to be effective upon filing with the Secretary of State.

GGT Delaware, Inc., Managing Member

By: 
Elaine Stein, Secretary