

**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
The Life is good Company	FORMERLY Life is good, Inc.	06/23/2008	CORPORATION: MASSACHUSETTS

**RECEIVING PARTY DATA**

Name:	The Life is good Company
Street Address:	283 Newbury Street
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02108
Entity Type:	CORPORATION: MASSACHUSETTS

**PROPERTY NUMBERS Total: 47**

Property Type	Number	Word Mark
Serial Number:	77095871	GOOD MOVE
Serial Number:	77095980	GOOD KIDS BY LIFE IS GOOD
Serial Number:	77096951	GOOD DOG
Serial Number:	77096998	GOOD DOG BY LIFE IS GOOD
Serial Number:	77096441	GOOD KARMA
Serial Number:	77096451	GOOD KARMA BY LIFE IS GOOD
Serial Number:	77096500	GOOD HOME
Serial Number:	77096534	GOOD HOME BY LIFE IS GOOD
Serial Number:	77098918	GOOD TIMES
Serial Number:	77106588	GOOD VIBES
Serial Number:	77255035	LIFE IS GOOD
Serial Number:	77302105	MONKEY
Serial Number:	77308828	
Serial Number:	77449439	CHILLAHOLIC

OP \$1190.00 77095871

Serial Number:	77449458	LAUGHOLOGIST
Serial Number:	77449596	LOVESMITH
Serial Number:	77449616	POSITIVITIST
Serial Number:	77449854	JOYOLOGIST
Serial Number:	77449870	SILLYSMITH
Serial Number:	77449912	HAPPYOLOGIST
Serial Number:	77450302	PEACEOLOGIST
Serial Number:	77451051	FUNAHOLIC
Serial Number:	77451110	CYCOTHERAPY
Serial Number:	77451132	OPTIMISTER
Serial Number:	77507324	SMILEOLOGIST
Serial Number:	77507340	RUNAHOLIC
Serial Number:	77517369	GYMAHOLIC
Serial Number:	77352304	JAKE'S HOUSE
Serial Number:	77497151	GREEN IS GOOD
Serial Number:	77532834	OPTIMISTIC BY NATURE
Serial Number:	77532802	POWERED BY OPTIMISM
Registration Number:	2025737	LIFE IS GOOD
Registration Number:	2481887	LIFE IS GOOD
Registration Number:	2055452	
Registration Number:	2454376	DO WHAT YOU LIKE. LIKE WHAT YOU DO.
Registration Number:	2692561	LIFE IS GOOD
Registration Number:	2826245	LIFE IS GOOD
Registration Number:	2865595	LIFE IS GOOD
Registration Number:	3160772	LIFE IS GOOD
Registration Number:	3235972	LIFE IS GOOD
Registration Number:	2911483	GOOD TECH
Registration Number:	3247876	LIFE IS GOOD
Registration Number:	3244146	HALF FULL
Registration Number:	3336276	LIFE IS GOOD
Registration Number:	3379492	HALF FULL
Registration Number:	3419956	LIFE IS GOOD. AT HOME
Registration Number:	3463425	

CORRESPONDENCE DATA

**TRADEMARK**  
**REEL: 003870 FRAME: 0607**

Fax Number: (617)720-3693  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 617-720-2444  
Email: tom@piercemandell.com  
Correspondent Name: Thomas E. Kenney, Esq.  
Address Line 1: 11 Beacon Street  
Address Line 2: Suite 800  
Address Line 4: Boston, MASSACHUSETTS 02108

ATTORNEY DOCKET NUMBER:	LIG-NAMECHANGE
NAME OF SUBMITTER:	Thomas E. Kenney
Signature:	/tek/
Date:	10/15/2008

Total Attachments: 3  
source=Namechange#page1.tif  
source=Namechange#page2.tif  
source=Namechange#page3.tif



The Commonwealth of Massachusetts  
William Francis Galvin

Minimum Fee: \$100.00

Secretary of the Commonwealth  
One Ashburton Place, Boston, Massachusetts 02108-1512  
Telephone: (617) 727-9640

Articles of Amendment

(General Laws, Chapter 156D, Section 10.06; 950 CMR 113.34)

Federal Employer Identification Number: 000585485 (must be 9 digits)

- 1. Exact name of corporation: LIFE IS GOOD, INC.
- 2. Registered office address: 283-285 NEWBURY STREET BOSTON , MA 02115 USA

These Articles of Amendment affecting article(s):

- Article 1     Article 2     Article 3     Article 4     Article 5     Article 6

(Specify the number(s) of articles being amended(I-IV))

4. Date adopted: 4/28/2008

5. Approved by:

the incorporators.

or

the board of directors without shareholder approval and shareholder approval was not required.

or

the board of directors and the shareholders in the manner required by law and the articles of organization.

6. State article number and text of the amendment.

ARTICLE I

The exact name of the corporation, **as amended**, is:  
(Do not state Article I if it has not been amended.)

THE LIFE IS GOOD COMPANY

ARTICLE II

The purpose of the corporation, **as amended**, is to engage in the following business activities:  
(Do not state Article II if it has not been amended.)

ARTICLE III

Amendments to Article III cannot be filed on-line at this time

ARTICLE IV

If more than one class of stock is authorized, state a distinguishing designation for each class, **if amended**. Prior to the issuance of any shares of a class, if shares of another class are outstanding, the Business Entity must provide a description of the preferences, voting powers, qualifications, and special or relative rights or privileges of that class and of each other class of which shares are outstanding and of each series then established within any class.

(Do not state Article IV if it has not been amended.)

TRADEMARK

**ARTICLE V**

**As amended**, the restrictions, if any, imposed by the articles of organization upon the transfer of shares of any class or series of stock are

**ARTICLE VI**

**As amended**, other lawful provisions for the conduct and regulation of the business and affairs of the business entity, for its voluntary dissolution, or for limiting, defining, or regulating the powers of the business entity, or of its directors or stockholders, or of any class of stockholders:

*(Do not state Article VI if it has not been amended.)*

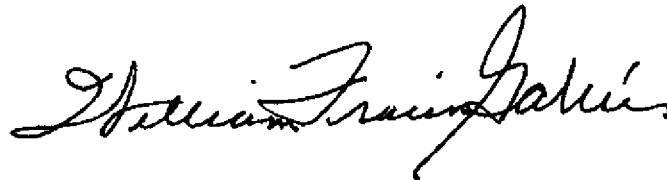
The amendment shall be effective at the time and on the date approved by the Division, unless, a *later* effective date not more than *ninety days* from the date and time of filing is specified:

**Later Effective Date: Time:**

Signed by ROY HEFFERNAN, its OTHER OFFICER  
on this 23 Day of June, 2008

THE COMMONWEALTH OF MASSACHUSETTS

I hereby certify that, upon examination of this document, duly submitted to me, it appears that the provisions of the General Laws relative to corporations have been complied with, and I hereby approve said articles; and the filing fee having been paid, said articles are deemed to have been filed with me on:

A handwritten signature in black ink, reading "William Francis Galvin". The signature is written in a cursive style with a large initial "W" and "G".

WILLIAM FRANCIS GALVIN

*Secretary of the Commonwealth*