

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | MERGER |
| EFFECTIVE DATE: | 09/15/2008 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-----------|----------|----------------|-----------------------|
| IDEO INC. | | 09/15/2008 | CORPORATION: MICHIGAN |

RECEIVING PARTY DATA

| | |
|-----------------|-------------------------------------|
| Name: | IDEO LLC |
| Street Address: | 100 Forest Avenue |
| City: | Palo Alto |
| State/Country: | CALIFORNIA |
| Postal Code: | 94301 |
| Entity Type: | LIMITED LIABILITY COMPANY: MICHIGAN |

PROPERTY NUMBERS Total: 7

| Property Type | Number | Word Mark |
|----------------------|----------|----------------|
| Serial Number: | 77527314 | OOBERS |
| Registration Number: | 2737441 | DESIGN BY IDEO |
| Registration Number: | 2329001 | IDEO |
| Registration Number: | 3554233 | IDEO |
| Registration Number: | 3554234 | IDEO |
| Registration Number: | 3449543 | IDEO |
| Registration Number: | 3440818 | IDEO |

CORRESPONDENCE DATA

Fax Number: (713)623-4846
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 713-623-4844
 Email: khaggard@pattersonsheridan.com
 Correspondent Name: PATTERSON & SHERIDAN, L.L.P.

OP \$190.00 77527314

Address Line 1: 3040 Post Oak Boulevard
Address Line 2: Suite 1500
Address Line 4: Houston, TEXAS 77056-6582

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|-------------------------|---------------|
| ATTORNEY DOCKET NUMBER: | IDEO/0001 |
| NAME OF SUBMITTER: | Kay Haggard |
| Signature: | /Kay Haggard/ |
| Date: | 02/26/2009 |

Total Attachments: 1
source=IDEO_CertNameChangeLLC#page1.tif

Michigan Department of Labor & Economic Growth

Filing Endorsement

This is to Certify that the CERTIFICATE OF MERGER

for

IDEO LLC

ID NUMBER: E1181A

received by facsimile transmission on September 12, 2008 is hereby endorsed

Filed on September 12, 2008 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: September 15, 2008

In testimony whereof, I have hereunto set my hand and affixed the Seal of the Department, in the City of Lansing, this 12TH day of September, 2008.



, Director

Bureau of Commercial Services

TRADEMARK