

7/31/2018

Division of Corporations

**Florida Department of State**  
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**COR AMND/RESTATE/CORRECT OR O/D RESIGN**  
**HOLLYWOOD MEDIA CORP.**

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AUG 01 2018

S. YOUNG

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**ARTICLES OF AMENDMENT  
TO  
ARTICLES OF INCORPORATION  
OF  
HOLLYWOOD MEDIA CORP.**

Pursuant to the provisions of Section 607.1006 of the Florida Business Corporation Act (the "Act"), Hollywood Media Corp. (the "Corporation"), a corporation organized and existing under the Act, hereby adopts the following Articles of Amendment ("Articles of Amendment") to its Third Amended and Restated Articles of Incorporation ("Articles of Incorporation"). The Articles of Amendment were approved and adopted by the shareholders of the Corporation on July 7, 2018. The number of votes cast by the shareholders was sufficient for approval of these Articles of Amendment.

1. Name of Corporation. The name of the Corporation is HOLLYWOOD MEDIA CORP.
2. Date of Filing of Articles of Incorporation. The Corporation filed its Articles of Incorporation with the Florida Department of State on December 22, 1999.
3. Amendment to Articles of Incorporation. Article I of the Corporation's Articles of Incorporation is hereby amended by deleting the current text of Article I in its entirety and substituting the following in lieu thereof:

**ARTICLE I**

**Name**

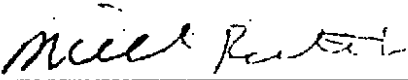
The name of this corporation is NovelStem International Corp. (the "Corporation").

*[Signature Page Follows]*

FILED  
18 JUL 31 AM 9:02  
SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

IN WITNESS WHEREOF, these Articles of Amendment to Articles of Incorporation have been executed by the undersigned duly authorized officer of the Corporation as of the 7<sup>th</sup> day of July, 2018.

HOLLYWOOD MEDIA CORP.

By:   
Name: Mitchell Rubenstein  
Title: Chief Executive Officer