

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| | |
|------------------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | Conversion from a Non-Delaware Limited Liability Company to a Delaware Limited Liability Company |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-----------------|----------|----------------|---------------------------------------|
| Hardy Life, LLC | | 04/03/2009 | LIMITED LIABILITY COMPANY: CALIFORNIA |

RECEIVING PARTY DATA

| | |
|------------------------|-------------------------------------|
| Name: | Hardy Way, LLC |
| Street Address: | 1450 Broadway, 4th Floor |
| City: | New York |
| State/Country: | NEW YORK |
| Postal Code: | 10018 |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE |

PROPERTY NUMBERS Total: 15

| Property Type | Number | Word Mark |
|----------------------|----------|--------------|
| Registration Number: | 3124710 | DON ED HARDY |
| Registration Number: | 3637447 | ED HARDY |
| Registration Number: | 3600285 | ED HARDY |
| Serial Number: | 77679434 | ED HARDY |
| Serial Number: | 77416894 | ED HARDY |
| Registration Number: | 3632302 | ED HARDY |
| Registration Number: | 3135603 | ED HARDY |
| Serial Number: | 77385939 | ED HARDY |
| Serial Number: | 77720956 | ED HARDY |
| Serial Number: | 77371512 | ED HARDY |
| Serial Number: | 77404430 | ED HARDY |
| Serial Number: | 77371473 | ED HARDY |
| Serial Number: | 77647015 | ED HARDY |

OP \$390.00 3124710

| | | |
|----------------------|---------|-------------------|
| Registration Number: | 3141658 | ED HARDY |
| Registration Number: | 3635990 | LOVE KILLS SLOWLY |

CORRESPONDENCE DATA

Fax Number: (415)954-4111
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 415-954-4114
Email: efiling@kmob.com
Correspondent Name: Marlene J. Williams
Address Line 1: Knobbe Martens Olson & Bear LLP
Address Line 2: 2040 Main Street
Address Line 4: Irvine, CALIFORNIA 92614

| | |
|-------------------------|-----------------------|
| ATTORNEY DOCKET NUMBER: | NRVTAT.135GEN |
| NAME OF SUBMITTER: | Marlene J. Williams |
| Signature: | /Marlene J. Williams/ |
| Date: | 07/03/2009 |

Total Attachments: 4
source=hardy way cert of conv#page1.tif
source=hardy way cert of conv#page2.tif
source=hardy way cert of corr#page1.tif
source=hardy way cert of corr#page2.tif

Delaware

PAGE 1

The First State

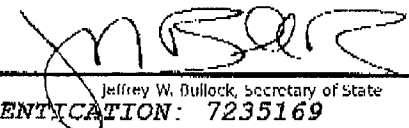
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A CALIFORNIA LIMITED LIABILITY COMPANY UNDER THE NAME OF "HARDY LIFE, LLC" TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "HARDY LIFE, LLC" TO "HARDY WAY, LLC", FILED IN THIS OFFICE ON THE SEVENTH DAY OF APRIL, A.D. 2009, AT 6:50 O'CLOCK P.M.

4674318 8100V

090344021

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7235169

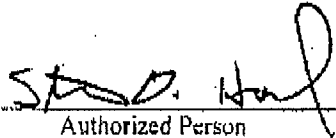
DATE: 04-08-09

TRADEMARK
REEL: 004016 FRAME: 0922

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A NON-DELAWARE LIMITED LIABILITY COMPANY TO
A DELAWARE LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY ACT

- 1.) The jurisdiction where the Non-Delaware Limited Liability Company first formed is California
- 2.) The jurisdiction immediately prior to filing this Certificate is California
- 3.) The date the Non-Delaware Limited Liability Company first formed is September 27, 2004
- 4.) The name of the Non-Delaware Limited Liability Company immediately prior to filing this Certificate is HARDY LIFE, LLC
- 5.) The name of the Limited Liability Company as set forth in the Certificate of Formation is HARDY WAY, LLC

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the
3rd day of April, A.D. 2009

By: 
Authorized Person

Name: STEVEN D. HOEL
Print or Type

Delaware

PAGE 1

The First State

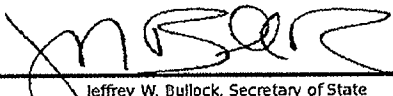
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CORRECTION OF "HARDY WAY, LLC", FILED IN THIS OFFICE ON THE FIRST DAY OF MAY, A.D. 2009, AT 4:52 O'CLOCK P.M.

4674318 8100

090421746

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7279089

DATE: 05-01-09

TRADEMARK
REEL: 004016 FRAME: 0924

State of Delaware
Secretary of State
Division of Corporations
Delivered 04:52 PM 05/01/2009
FILED 04:52 PM 05/01/2009
SRV 090421746 - 4674318 FILE

CERTIFICATE OF CORRECTION
OF
CERTIFICATE OF FORMATION
OF
HARDY WAY, LLC

The undersigned, being an authorized person, does hereby certify as follows:

1. The name of the limited liability company is Hardy Way, LLC.
2. The Certificate of Formation, which was filed by the Secretary of State on April 7, 2009, due to a clerical error, the effective date of the filing was inadvertently left out and is hereby corrected to include Article Fourth stating the effective date of the filing.

“Fourth: (Insert any other matters the members determine to include herein.)

The Certificate of Formation shall be effective on May 1, 2009.”

Dated: May 1, 2009

By: /s/ Steven D. Hoel
Steven D. Hoel,
Authorized Person