

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
Luxe Jewels LLC		09/13/2010	LIMITED LIABILITY COMPANY: CALIFORNIA

RECEIVING PARTY DATA

Name:	Stella & Dot LLC
Street Address:	1860 El Camino Real
Internal Address:	#420
City:	Burlingame
State/Country:	CALIFORNIA
Postal Code:	94010
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Serial Number:	85136501	OUR MISSION: TO GIVE EVERY WOMAN THE MEANS TO STYLE HER OWN LIFE
Registration Number:	3826698	
Registration Number:	3232387	LUXE · JEWELS ·
Serial Number:	77396842	STELLA & DOT
Serial Number:	85026104	STELLA & DOT FOUNDATION
Serial Number:	85184933	STELLA & DOT INDEPENDENT STYLIST

CORRESPONDENCE DATA

Fax Number: (650)794-2601
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 6506921700
 Email: rtroxel@tmassoc.com
 Correspondent Name: Randy Troxel
 Address Line 1: 900 Cherry Avenue, Suite 300

OP \$165.00 85136501

900180045

**TRADEMARK
 REEL: 004442 FRAME: 0682**

Address Line 4: San Bruno, CALIFORNIA 94066

ATTORNEY DOCKET NUMBER: 805-800

NAME OF SUBMITTER: Randy Troxel

Signature: /randytroxel/

Date: 12/30/2010

Total Attachments: 2

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State of California
Secretary of State

LIMITED LIABILITY COMPANY
CERTIFICATE OF AMENDMENT

A \$30.00 filing fee must accompany this form.

IMPORTANT - Read instructions before completing this form.

ENDORSED - FILED
in the office of the Secretary of State
of the State of California

SEP 13 2010

This Space For Filing Use Only

1. SECRETARY OF STATE FILE NUMBER: 200422310101
2. NAME OF LIMITED LIABILITY COMPANY: LUXE JEWELS, LLC

3. COMPLETE ONLY THE SECTIONS WHERE INFORMATION IS BEING CHANGED.
A. LIMITED LIABILITY COMPANY NAME: Stella & Dot LLC
B. THE LIMITED LIABILITY COMPANY WILL BE MANAGED BY (CHECK ONE):
C. AMENDMENT TO TEXT OF THE ARTICLES OF ORGANIZATION:
D. OTHER MATTERS TO BE INCLUDED IN THIS CERTIFICATE...

4. FUTURE EFFECTIVE DATE, IF ANY: MONTH DAY YEAR

5. NUMBER OF PAGES ATTACHED, IF ANY: 0

6. IT IS HEREBY DECLARED THAT I AM THE PERSON WHO EXECUTED THIS INSTRUMENT, WHICH EXECUTION IS MY ACT AND DEED.
Signature of Michael Lohner, Manager
September 10, 2010
DATE

7. RETURN TO:
NAME: Richard Scudellari
FIRM: Reed Smith, LLP
ADDRESS: 1510 Page Mill Road, Suite 110
CITY/STATE: Palo Alto, CA
ZIP CODE: 94304



I hereby certify that the foregoing transcript of _____ page(s) is a full, true and correct copy of the original record in the custody of the California Secretary of State's office.

SEP 13 2010

Date: _____ 04

Debra Bowen
TRADE MARK
DEBRA BOWEN, Secretary of State