

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Certificate of Conversion		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Beats Electronics, LLC		08/10/2009	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Beats Electronics, LLC		
<b>Street Address:</b>	2200 Colorado Avenue		
<b>City:</b>	Santa Monica		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90404		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3532627	BEATS	
Registration Number:	3514282	B	
Serial Number:	77664171	BEATS	
Serial Number:	77786522	BEATS	
Serial Number:	77757822	HEARTBEATS	
Registration Number:	3921110	HEARTBEATS	
Serial Number:	77786261	B	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)980-0728		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312-269-8000		
<b>Email:</b>	mhall@ngelaw.com		
<b>Correspondent Name:</b>	Michael G. Kelber		
<b>Address Line 1:</b>	Two North LaSalle Street		

**CH \$190.00 3532627**

**900185928**

**TRADEMARK  
 REEL: 004493 FRAME: 0305**

Address Line 2: Suite 1700  
Address Line 4: Chicago, ILLINOIS 60602

ATTORNEY DOCKET NUMBER:	22552.0701
NAME OF SUBMITTER:	Michael G. Kelber
Signature:	/Michael G. Kelber/
Date:	03/09/2011
Total Attachments: 2 source=ConversionDocument-Beats#page1.tif source=ConversionDocument-Beats#page2.tif	



**State of California**  
Secretary of State

I, DEBRA BOWEN, Secretary of State of the State of California, hereby certify:

That the attached transcript of 1 page(s) was prepared by and in this office from the record on file, of which it purports to be a copy, and that it is full, true and correct.



**IN WITNESS WHEREOF**, I execute this certificate and affix the Great Seal of the State of California this day of

MAR 17 2010

DEBRA BOWEN  
Secretary of State



**State of California  
Secretary of State**

CONV-1A

File #

**200829510063**

**FILED**  
In the Office of the Secretary of State  
of the State of California

**AUG 10 2009**

**CERTIFICATE OF CONVERSION**

**IMPORTANT — Read all instructions before completing this form.**

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**CONVERTED ENTITY INFORMATION**

1. NAME OF CONVERTED ENTITY Beats Electronics, LLC			
2. FORM OF ENTITY Limited Liability Company		3. JURISDICTION Delaware	
4. MAILING ADDRESS OF CHIEF EXECUTIVE OFFICE		CITY	STATE ZIP CODE
5. STREET ADDRESS OF CHIEF EXECUTIVE OFFICE		CITY	STATE ZIP CODE
6. STREET ADDRESS OF THE CALIFORNIA OFFICE, IF ANY		CITY	STATE ZIP CODE CA
7. MAILING ADDRESS OF AGENT FOR SERVICE OF PROCESS		CITY	STATE ZIP CODE

**CONVERTING ENTITY INFORMATION**

8. NAME OF CONVERTING ENTITY Beats Electronics, LLC		
9. FORM OF ENTITY Limited Liability Company	10. JURISDICTION California	11. CA SECRETARY OF STATE FILE NUMBER, IF ANY <b>200829510063</b>
12. THE PRINCIPAL TERMS OF THE PLAN OF CONVERSION WERE APPROVED BY A VOTE OF THE NUMBER OF INTERESTS OR SHARES OF EACH CLASS THAT EQUALED OR EXCEEDED THE VOTE REQUIRED. IF A VOTE WAS REQUIRED, PROVIDE THE FOLLOWING FOR EACH CLASS:  STATE THE CLASS AND NUMBER OF OUTSTANDING INTERESTS ENTITLED TO VOTE AND THE PERCENTAGE VOTE REQUIRED OF EACH CLASS  Membership Interests <span style="float: right;">Greater than 50%</span>		

**ADDITIONAL INFORMATION**

13. ADDITIONAL INFORMATION SET FORTH ON THE ATTACHED PAGES, IF ANY, IS INCORPORATED HEREIN BY THIS REFERENCE AND MADE A PART OF THIS CERTIFICATE.

14. I CERTIFY UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA THAT THE FOREGOING IS TRUE AND CORRECT OF MY OWN KNOWLEDGE. I DECLARE I AM THE PERSON WHO EXECUTED THIS INSTRUMENT, WHICH EXECUTION IS MY ACT AND DEED.

August 10, 2009  
DATE

SIGNATURE OF AUTHORIZED PERSON

Jimmy Iovine, Member/Manager  
TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON

SIGNATURE OF AUTHORIZED PERSON

Andre Young, Member/Manager  
TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON



CONV-1A (REV 01/2008)

APPROVED BY SECRETARY