

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Conversion		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Paramount Farms, Inc.		12/28/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	New PFI LLC		
Street Address:	11444 W. Olympic Blvd., 10th Floor		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77611310	PARAMOUNT BARD ACADEMY	
CORRESPONDENCE DATA			
Fax Number:	(310)966-5726		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	323-966-5726		
Email:	lpowell@roll.com		
Correspondent Name:	LaTunda Powell		
Address Line 1:	11444 W. Olympic Blvd., 10th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90064		
ATTORNEY DOCKET NUMBER:	111706		
NAME OF SUBMITTER:	LaTunda Powell, Trademark Administrator		
Signature:	/latunda powell/		
Date:	06/22/2011		
Total Attachments: 2 source=Certificate of Conversion - from PFI to New PFI LLC#page1.tif source=Certificate of Conversion - from PFI to New PFI LLC#page2.tif			

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Delaware

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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 DELAWARE CORPORATION UNDER THE NAME OF "PARAMOUNT FARMS, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "PARAMOUNT FARMS, INC." TO "NEW PFI LLC", FILED IN THIS OFFICE ON THE TWENTY-FIRST DAY OF DECEMBER, A.D. 2010, AT 11:39 O'CLOCK P.M.

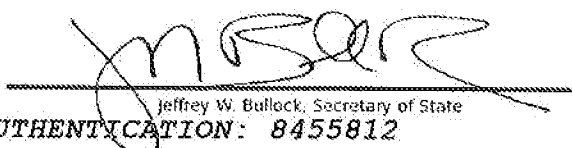
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE FIRST DAY OF JANUARY, A.D. 2011.

2185946 8100V

101220320

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8455812

DATE: 12-28-10

TRADEMARK
REEL: 004567 FRAME: 0791

State of Delaware
Secretary of State
Division of Corporations
Delivered 11:21 PM 12/21/2010
FILED 11:39 PM 12/21/2010
SRV 101220320 - 2185946 FILE

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

- 1.) The jurisdiction where the Corporation first formed is Delaware.
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware.
- 3.) The date the Corporation first formed is January 30, 1989.
- 4.) The name of the Corporation immediately prior to filing this Certificate is
Paramount Farms, Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of Formation is
New PFI LLC
- 6.) The effective date of the conversion is January 1, 2011.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the
21st day of December, A.D. 2010.

By: Craig Cooper
Authorized Person

Name: Craig B. Cooper
Print or Type