

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Certificate of conversion

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bold Futura, LLC		05/10/2011	LIMITED LIABILITY COMPANY: CALIFORNIA

RECEIVING PARTY DATA

Name:	Bold Futura, LLC
Street Address:	1925 Century Park East, 22nd Fl
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90025
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	3944567	YOU CAN'T DRINK JUST SIX.
Registration Number:	3835509	SLUSHO! YOU CAN'T DRINK JUST SIX.
Registration Number:	3944568	SLUSHO! YOU CAN'T DRINK JUST SIX.
Registration Number:	3776921	SLUSHO!
Registration Number:	3728927	SLUSHO!
Registration Number:	3944566	SLUSHO!
Registration Number:	3731851	YOU CAN'T DRINK JUST SIX.

CORRESPONDENCE DATA

Fax Number: (310)820-5988
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 3102073800
 Email: tm_filings@bstz.com
 Correspondent Name: Lori N. Boatright
 Address Line 1: 12400 Wilshire Boulevard 7th Fl
 Address Line 2: Blakely Sokoloff Taylor & Zafman LLP

900198296

**TRADEMARK
 REEL: 004592 FRAME: 0840**

CH \$190.00 3944567

Address Line 4: Los Angeles, CALIFORNIA 90025

ATTORNEY DOCKET NUMBER: 008313.T001USA25 ET AL

NAME OF SUBMITTER: Lori N. Boatright

Signature: /Lori N. Boatright/

Date: 07/28/2011

Total Attachments: 2
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**State of California
Secretary of State**

CONV-1A

File #

200719210118

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

JUL - 6 2011

CERTIFICATE OF CONVERSION

IMPORTANT -- Read all instructions before completing this form.

This Space For Filing Use Only

CONVERTED ENTITY INFORMATION

1. NAME OF CONVERTED ENTITY Bold Futura, LLC			
2. FORM OF ENTITY Limited Liability Company		3. JURISDICTION Delaware	
4. MAILING ADDRESS OF CHIEF EXECUTIVE OFFICE 1925 Century Park East, 22nd Floor	CITY Los Angeles	STATE CA	ZIP CODE 90067
5. STREET ADDRESS OF CHIEF EXECUTIVE OFFICE 1925 Century Park East, 22nd Floor	CITY Los Angeles	STATE CA	ZIP CODE 90067
6. STREET ADDRESS OF THE CALIFORNIA OFFICE, IF ANY 1925 Century Park East, 22nd Floor	CITY Los Angeles	STATE CA	ZIP CODE 90067
7. MAILING ADDRESS OF AGENT FOR SERVICE OF PROCESS c/o Paracorp Inc., 40 E. Division Street, Suite A	CITY Dover	STATE DE	ZIP CODE 19901

CONVERTING ENTITY INFORMATION

8. NAME OF CONVERTING ENTITY Bold Futura, LLC		
9. FORM OF ENTITY Limited Liability Company	10. JURISDICTION California	11. CA SECRETARY OF STATE FILE NUMBER, IF ANY 200719210118
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 Greater than 50%		

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.

DATE 5/10/11

SIGNATURE OF AUTHORIZED PERSON Morgan Binswanger

Morgan Binswanger, Manager
TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON

SIGNATURE OF AUTHORIZED PERSON _____

TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON _____



I hereby certify that the foregoing transcript of 1 page(s) is a full, true and correct copy of the original record in the custody of the California Secretary of State's office.

JUL 27 2011

Date:

DEBRA BOWEN, Secretary of State

TRADEMARK

RECORDED: 07/28/2011

REEL: 004592 FRAME: 0843