

**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>
Sexy Hair Concepts, LLC		04/19/2011	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sexy Hair LLC		
<b>Street Address:</b>	21551 Prairie Street		
<b>City:</b>	Chatsworth		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91311		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2935449	FRESH CONCEPTS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(617)235-9493		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	trademarks@ropesgray.com		
<b>Correspondent Name:</b>	Matthew E. Black		
<b>Address Line 1:</b>	1211 Avenue of the Americas		
<b>Address Line 4:</b>	New York, NEW YORK 10036-8704		
<b>ATTORNEY DOCKET NUMBER:</b>	SGGP-059-001		
<b>NAME OF SUBMITTER:</b>	Matthew E. Black		
<b>Signature:</b>	/Matthew E Black/		
<b>Date:</b>	08/22/2011		

CH \$40.00 2935449

**Total Attachments: 4**

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# 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 "SEXY HAIR CONCEPTS, LLC" TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "SEXY HAIR CONCEPTS, LLC" TO "SEXY HAIR LLC", FILED IN THIS OFFICE ON THE TWENTIETH DAY OF APRIL, A.D. 2011, AT 1:43 O'CLOCK P.M.

4971503 8100V

110435837



You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml).

  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 8706729

DATE: 04-20-11

TRADEMARK  
REEL: 004609 FRAME: 0439

**CERTIFICATE OF CONVERSION**

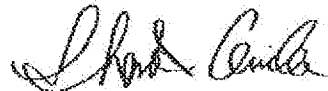
**OF**

**SEXY HAIR CONCEPTS, LLC**

Pursuant to Section 18-214 of the Delaware Limited Liability Company Act, Sexy Hair Concepts, LLC, a California limited liability company (the "Non-Delaware Limited Liability Company"), does hereby certify to the following information relating to the conversion of the Non-Delaware Limited Liability Company into Sexy Hair LLC, a Delaware limited liability company (the "Limited Liability Company"):

- 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 August 16, 2001.
- 4) The name of the Non-Delaware Limited Liability Company immediately prior to filing this Certificate is Sexy Hair Concepts, LLC.
- 5) The name of the Limited Liability Company as set forth in the Certificate of Formation is Sexy Hair LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 19th day of April, A.D. 2011.



By:

\_\_\_\_\_  
Authorized Person

Name

\_\_\_\_\_  
T. Scott Avila

# Delaware

PAGE 2

*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 CERTIFICATE OF FORMATION OF "SEXY HAIR LLC" FILED IN THIS OFFICE ON THE TWENTIETH DAY OF APRIL, A.D. 2011, AT 1:43 O'CLOCK P.M.



4971503 8100V

110435837

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 8706729

DATE: 04-20-11

TRADEMARK  
REEL: 004609 FRAME: 0441

STATE of DELAWARE  
LIMITED LIABILITY COMPANY

CERTIFICATE OF FORMATION  
OF  
SEXY HAIR LLC

*Pursuant to Title 6, Chapter 18, Sections 201 and 204  
of the Delaware Code*

This Certificate of Formation of **SEXY HAIR LLC** is being duly executed and filed by Meagan Cavanaugh, as an authorized person, to form a limited liability company under the Delaware Limited Liability Company Act (6 Del.C. § 18-101, et seq.), as amended from time to time.

(1) The name of the limited liability company formed hereby is **Sexy Hair LLC**.

(2) The address of the registered office of the limited liability company in the State of Delaware is:

The Corporation Trust Company  
1209 Orange Street  
Wilmington, DE, 19801

(3) The name and address of the registered agent of the limited liability company for service of process on the limited liability company in the State of Delaware is:

The Corporation Trust Company  
1209 Orange Street  
Wilmington, DE, 19801

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation as of the 19th day of April, 2011.

/s/ Meagan Cavanaugh  
Meagan Cavanaugh  
Authorized Person