

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
Synthetic, LLC		05/16/2012	LIMITED LIABILITY COMPANY: CALIFORNIA

RECEIVING PARTY DATA	
Name:	Hipstamatic, LLC
Street Address:	74 Langton Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94103
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES

PROPERTY NUMBERS Total: 5		
Property Type	Number	Word Mark
Serial Number:	85509671	D-SERIES
Registration Number:	4079253	HIPSTAMART
Registration Number:	4012310	INCREDIBOOTH
Registration Number:	4012306	SWANKOLAB
Registration Number:	4012304	HIPSTAMATIC

CORRESPONDENCE DATA	
Fax Number:	3128780339
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	(312) 251-2275
Email:	jlane@rmczlaw.com
Correspondent Name:	John R. Lane
Address Line 1:	55 W. Monroe Suite 1700
Address Line 4:	Chicago, ILLINOIS 60603

NAME OF SUBMITTER:	John R. Lane	TRADEMARK
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OP \$140.00 85509671

Signature:	/John R. Lane/
Date:	05/22/2012
Total Attachments: 2 source=Certificate of Amendment - Synthetic LLC to Hipstamatic LLC (filed 051612)#page1.tif source=Certificate of Amendment - Synthetic LLC to Hipstamatic LLC (filed 051612)#page2.tif	



**State of California
Secretary of State**

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

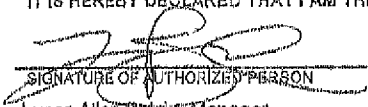
MAY 16 2012

**LIMITED LIABILITY COMPANY
CERTIFICATE OF AMENDMENT**

A \$30.00 filing fee must accompany this form.

IMPORTANT – Read instructions before completing this form.

This Space For Filing Use Only

1. SECRETARY OF STATE FILE NUMBER 201032710077	2. NAME OF LIMITED LIABILITY COMPANY Synthetic, LLC
3. COMPLETE ONLY THE SECTIONS WHERE INFORMATION IS BEING CHANGED. ADDITIONAL PAGES MAY BE ATTACHED IF NECESSARY. A. LIMITED LIABILITY COMPANY NAME (END THE NAME WITH THE WORDS "LIMITED LIABILITY COMPANY," "LTD. LIABILITY CO." OR THE ABBREVIATIONS "LLC" OR "L.L.C.") Hipstamatic, LLC B. THE LIMITED LIABILITY COMPANY WILL BE MANAGED BY (CHECK ONE): <input type="checkbox"/> ONE MANAGER <input type="checkbox"/> MORE THAN ONE MANAGER <input type="checkbox"/> ALL LIMITED LIABILITY COMPANY MEMBER(S) C. AMENDMENT TO TEXT OF THE ARTICLES OF ORGANIZATION: D. OTHER MATTERS TO BE INCLUDED IN THIS CERTIFICATE MAY BE SET FORTH ON SEPARATE ATTACHED PAGES AND ARE MADE A PART OF THIS CERTIFICATE. OTHER MATTERS MAY INCLUDE A CHANGE IN THE LATEST DATE ON WHICH THE LIMITED LIABILITY COMPANY IS TO DISSOLVE OR ANY CHANGE IN THE EVENTS THAT WILL CAUSE THE DISSOLUTION.	
4. FUTURE EFFECTIVE DATE, IF ANY: MONTH DAY YEAR	
5. NUMBER OF PAGES ATTACHED, IF ANY:	
6. IT IS HEREBY DECLARED THAT I AM THE PERSON WHO EXECUTED THIS INSTRUMENT, WHICH EXECUTION IS MY ACT AND DEED.  SIGNATURE OF AUTHORIZED PERSON Lucas Allen Buick, Manager DATE <u>MAY 15, 2012</u> TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON	
7. RETURN TO: NAME Scott Seder FIRM Roberts McGlowney Zagotta LLC ADDRESS 55 West Monroe, Suite 1700 CITY/STATE Chicago, IL ZIP CODE 60603	



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.

MAY 17 2012

Date: _____ PS

John Bowen
Secretary of State

TRADEMARK