

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
Brand Ideas, Inc.		09/30/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Brand Ideas, LLC		
Street Address:	2301 Rosecrans Ave., 5th Floor		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3514212	BEAUTY WITH INTELLIGENCE	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(310) 683-0940		
Email:	eko@ibinc.com		
Correspondent Name:	Eunice Ko		
Address Line 1:	2301 Rosecrans Ave. Suite 1150		
Address Line 4:	El Segundo, CALIFORNIA 90245		
NAME OF SUBMITTER:	Eunice Ko		
Signature:	/Eunice Ko/		
Date:	08/02/2012		
Total Attachments: 1 source=Cert of Conversion#page1.tif			

OP \$40.00 3514212

**Certificate of Conversion
From a Corporation to a
Limited Liability Company Pursuant to
Section 18-214 of the Delaware Limited Liability Company Act**

1. The jurisdiction where the Corporation first formed is Delaware.
2. The jurisdiction of incorporation immediately prior to filing this Certificate is Delaware.
3. The date the corporation first formed is January 4, 2006.
4. The name of the Corporation immediately prior to filing this Certificate is Brand Ideas, Inc.
5. The name of the Limited Liability Company as set forth in the Certificate of Formation is Brand Ideas, LLC.

IN WITNESS WHEREOF, the undersigned has executed this Certificate on the 30th day of September, 2010.

By: Adam Goldenberg
Name: Adam Goldenberg
Its: Chief Executive Officer & Secretary