

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	conversion

<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
SWH Corporation		12/31/2012	CORPORATION: CALIFORNIA

<b>RECEIVING PARTY DATA</b>	
Name:	SWH Mimi's Cafe, LLC
Street Address:	18872 MacArthur Boulevard
Internal Address:	#400
City:	Irvine
State/Country:	CALIFORNIA
Postal Code:	92612
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	3706757	BEGINNINGS AND ENDINGS
Registration Number:	3560807	JUST ENOUGH
Registration Number:	3744362	MEET ME AT MIMI'S
Registration Number:	3886056	MIMI'S
Registration Number:	2132534	MIMIS CAFE
Registration Number:	1306490	MIMIS CAFE
Registration Number:	3052780	MIMIS CAFE
Registration Number:	3052781	MIMIS CAFE
Registration Number:	3744361	MIMIS CAFE FRESH & FIT
Registration Number:	3749117	MIMIS CAFE KIDS
Registration Number:	3880912	MIMI'S MEANINGFUL MUFFIN
Registration Number:	3883126	MIMI'S QUICK CAFE
Registration Number:	3733014	PETITE TREATS

CH \$390.00 3706757

Registration Number:	3688738	THE ALL DAY FRESH CAFE
Serial Number:	85182043	MIMIS CAFE

**CORRESPONDENCE DATA**

Fax Number: 2025339099  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: (202) 467-8800  
Email: iplaw@vorys.com  
Correspondent Name: Vorys, Sater, Seymour and Pease LLP  
Address Line 1: P.O. Box 2255  
Address Line 2: IPLaw@Vorys  
Address Line 4: Columbus, OHIO 43216-2255

ATTORNEY DOCKET NUMBER:	6424-057694-4CONVERSION
NAME OF SUBMITTER:	Joan C. Makley
Signature:	/Joan C. Makley/
Date:	01/10/2013

**Total Attachments: 4**  
source=SWH LLC - CA Articles of Org w\_Conversion FILED 12-31-12#page1.tif  
source=SWH LLC - CA Articles of Org w\_Conversion FILED 12-31-12#page2.tif  
source=SWH LLC - CA Articles of Org w\_Conversion FILED 12-31-12#page3.tif  
source=SWH LLC - CA Articles of Org w\_Conversion FILED 12-31-12#page4.tif

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LLC-1A

File # 201236610125



State of California Secretary of State

Limited Liability Company Articles of Organization - Conversion

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

DEC 31 2012

IMPORTANT - Read all instructions before completing this form.

This Space For Filing Use Only

Converted Entity Information

1. NAME OF LIMITED LIABILITY COMPANY (End the name with the words "Limited Liability Company," or the abbreviations "LLC" or "L.L.C." The words "Limited" and "Company" may be abbreviated to "Ltd." and "Co.," respectively.)

SWH Mimi's Café, LLC

2. THE PURPOSE OF THE LIMITED LIABILITY COMPANY IS TO ENGAGE IN ANY LAWFUL ACT OR ACTIVITY FOR WHICH A LIMITED LIABILITY COMPANY MAY BE ORGANIZED UNDER THE BEVERLY-KILLEA LIMITED LIABILITY COMPANY ACT.

3. THE LIMITED LIABILITY COMPANY WILL BE MANAGED BY (Check only one)

ONE MANAGER

MORE THAN ONE MANAGER

ALL LIMITED LIABILITY COMPANY MEMBER(S)

4. MAILING ADDRESS OF THE CHIEF EXECUTIVE OFFICE

CITY

STATE ZIP CODE

18872 MacArthur Boulevard #400

Irvine

CA 92612

5. NAME OF AGENT FOR SERVICE OF PROCESS (Item 5: Enter the name of the agent for service of process. The agent may be an individual residing in California or a corporation that has filed a certificate pursuant to California Corporations Code section 1505. Item 6: If the agent is an individual, enter the agent's business or residential address in California. Item 7: If the converting entity is a California limited partnership, enter the mailing address of the individual or corporate agent. Check the box and omit the mailing address if the agent's mailing address is the same as the address in Item 6.)

C T Corporation System

6. IF AN INDIVIDUAL, ADDRESS OF AGENT FOR SERVICE OF PROCESS IN CA

CITY

STATE ZIP CODE

CA

7. MAILING ADDRESS OF AGENT FOR SERVICE OF PROCESS

CITY

STATE ZIP CODE

THE MAILING ADDRESS OF THE AGENT FOR SERVICE OF PROCESS IS THE SAME AS THE AGENT'S BUSINESS OR RESIDENTIAL ADDRESS IN ITEM 6.

Converting Entity Information

8. NAME OF CONVERTING ENTITY

SWH Corporation

9. FORM OF ENTITY

corporation

10. JURISDICTION

California

11. CA SECRETARY OF STATE FILE NUMBER, IF ANY

C0700543

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

Shares (with no class designation); 9,270.39

66.66%

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 December 31, 2012

DATE

SIGNATURE OF AUTHORIZED PERSON

SIGNATURE OF AUTHORIZED PERSON

Mark Mears, President

TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON

Edward A. Mitchell, Secretary and Treasurer

TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON

LLC-1A (REV 04/2010)

APPROVED BY SECRETARY OF STATE

37092 101

1017 - 01170018



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.

DEC 31 2012

Date: \_\_\_\_\_

*Debra Bowen*

DEBRA BOWEN, Secretary of State

TRADEMARK

REEL: 004939 FRAME: 0973

D1160945  
201236610125



State of California  
Secretary of State

LLC-1A File #

Limited Liability Company  
Articles of Organization - Conversion

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of the State of California

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Mark Mears, President

TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON

Edward A. Mitchell, Secretary and Treasurer

TYPE OR PRINT NAME AND TITLE OF AUTHORIZED PERSON

LLC-1A (REV. 04/2010)

APPROVED BY SECRETARY OF STATE

04218114

04218114



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.

DEC 31 2012

Date: \_\_\_\_\_

*Debra Bowen*  
DEBRA BOWEN, Secretary of State

TRADEMARK

REEL: 004939 FRAME: 0975

RECORDED: 01/10/2013