

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
ABC HAIR, LLC		02/14/2013	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	DEMAND BRANDS, LLC		
Street Address:	55 S.E. 2ND AVENUE		
City:	DELRAY BEACH		
State/Country:	FLORIDA		
Postal Code:	33445		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85582456	CEZANNE	
Serial Number:	85521663	OBEY	
CORRESPONDENCE DATA			
Fax Number:	9086547866		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	908-654-5000		
Email:	trademarkadmin@ldlkm.com		
Correspondent Name:	STEPHEN B. GOLDMAN		
Address Line 1:	600 SOUTH AVENUE WEST		
Address Line 4:	WESTFIELD, NEW JERSEY 07090		
ATTORNEY DOCKET NUMBER:	ABC 10.0-001/003		
NAME OF SUBMITTER:	STEPHEN B. GOLDMAN		
Signature:	/STEPHEN B. GOLDMAN/		

CH \$65.00 85582456

Date:

02/26/2013

Total Attachments: 3

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State of Florida



Department of State

I certify the attached is a true and correct copy of Articles of Amendment, filed on July 20, 2012, to the Articles of Organization for ABC HAIR, LLC which changed its name to DEMAND BRANDS, LLC, a Florida limited liability company, as shown by the records of this office.

The document number of this limited liability company is L11000144395.

Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this the
Fourteenth day of February, 2013



CR2EO22 (1-11)

Ken Detzner

Ken Detzner
Secretary of State

TRADEMARK

REEL: 004970 FRAME: 0885

ARTICLES OF AMENDMENT
TO
ARTICLES OF ORGANIZATION
OF

ABC HAIR, LLC

(Name of the Limited Liability Company as it now appears on our records.)
(A Florida Limited Liability Company)

The Articles of Organization for this Limited Liability Company were filed on 12/27/2011 and assigned
Florida document number L11000144395.

This amendment is submitted to amend the following:

A. If amending name, enter the new name of the limited liability company here:

DEMAND BRANDS, LLC

The new name must be distinguishable and end with the words "Limited Liability Company," the designation "LLC" or the abbreviation "L.L.C."

Enter new principal offices address, if applicable:

(Principal office address MUST BE A STREET ADDRESS)

55 SE 2nd Ave
Delray Beach, FL 33445

Enter new mailing address, if applicable:

(Mailing address MAY BE A POST OFFICE BOX)

B. If amending the registered agent and/or registered office address on our records, enter the name of the new registered agent and/or the new registered office address here:

Name of New Registered Agent:

New Registered Office Address:

(Enter Florida street address)

Florida

(City)

(Zip Code)

New Registered Agent's Signature, if changing Registered Agent:

I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relative to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent as provided for in Chapter 608, F.S. Or, if this document is being filed to merely reflect a change in the registered office address, I hereby confirm that the limited liability company has been notified in writing of this change.

(If Changing Registered Agent, Signature of New Registered Agent)

RECEIVED STATE
DIVISION OF CORPORATIONS
12 JUL 20 AM 10:46

If amending the Managers or Managing Members on our records, enter the title, name, and address of each Manager or Managing Member being added or removed from our records:

MGR = Manager
MGRM = Managing Member

<u>Title</u>	<u>Name</u>	<u>Address</u>	<u>Type of Action</u>
			<input type="checkbox"/> Add <input type="checkbox"/> Remove
			<input type="checkbox"/> Add <input type="checkbox"/> Remove
			<input type="checkbox"/> Add <input type="checkbox"/> Remove
			<input type="checkbox"/> Add <input type="checkbox"/> Remove
			<input type="checkbox"/> Add <input type="checkbox"/> Remove
			<input type="checkbox"/> Add <input type="checkbox"/> Remove

D. If amending any other information, enter change(s) here: (Attach additional sheets, if necessary.)

Dated May 29, 2010

Edward H. Knudsen
Signature of a member or authorized representative of a member

EDWARD H. KNUDSEN
Typed or printed name of signer