

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	MERGER
<b>EFFECTIVE DATE:</b>	09/30/2010

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Blush Media, LLC		09/30/2010	LIMITED LIABILITY COMPANY: DELAWARE
Intelligent Beauty, LLC		09/30/2010	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Dermstore, LLC
<b>Street Address:</b>	2301 Rosecrans Avenue
<b>Internal Address:</b>	Suite 2100
<b>City:</b>	El Segundo
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90245
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	3850583	BLUSH

**CORRESPONDENCE DATA**

Fax Number: 8582720221  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
 Phone: 8582720220  
 Email: trademarks@ipla.com  
 Correspondent Name: John M. Kim  
 Address Line 1: 4445 Eastgate Mall  
 Address Line 2: Suite 200  
 Address Line 4: San Diego, CALIFORNIA 92121

OP \$40.00 3850583

NAME OF SUBMITTER:	Joshua J. Richman
Signature:	/Joshua J. Richman/
Date:	04/02/2013
<b>Total Attachments: 3</b> source=Blush Media, LLC and Intelligent Beauty, LLC merger into Dermstore LLC (09-13-10)#page1.tif source=Blush Media, LLC and Intelligent Beauty, LLC merger into Dermstore LLC (09-13-10)#page2.tif source=Blush Media, LLC and Intelligent Beauty, LLC merger into Dermstore LLC (09-13-10)#page3.tif	

# Delaware

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*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:

"BLUSH MEDIA, LLC", A DELAWARE LIMITED LIABILITY COMPANY,  
"INTELLIGENT BEAUTY, LLC", A DELAWARE LIMITED LIABILITY COMPANY,

WITH AND INTO "DERMSTORE LLC" UNDER THE NAME OF "DERMSTORE LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE THIRTIETH DAY OF SEPTEMBER, A.D. 2010, AT 7:09 O'CLOCK P.M.

4491951 8100M

100958568



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 8262655

DATE: 09-30-10

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

TRADEMARK  
REEL: 004996 FRAME: 0766

**CERTIFICATE OF MERGER  
OF  
BLUSH MEDIA, LLC,  
a Delaware limited liability company  
AND  
INTELLIGENT BEAUTY, LLC,  
a Delaware limited liability company  
WITH AND INTO  
DERMSTORE LLC,  
a Delaware limited liability company**

Dermstore LLC, a Delaware limited liability company ("Surviving LLC"), does hereby certify to the following facts relating to the merger (the "Merger") of Blush Media, LLC, a Delaware limited liability company and Intelligent Beauty, LLC, a Delaware limited liability company (each "Disappearing LLC" and together, the "Disappearing LLCs"), with and into Surviving LLC, with Surviving LLC as the limited liability company surviving the Merger, in accordance with the Delaware Limited Liability Company Act, codified in the Delaware Code Annotated, Title 6, Section 18-101, et seq., as the same may be amended from time to time (the "LLC Act").

- FIRST: Surviving LLC is a Delaware limited liability company formed pursuant to the LLC Act. The Disappearing LLCs are each a Delaware limited liability company formed pursuant to the LLC Act. Surviving LLC and Disappearing LLCs are the constituent entities in the Merger.
- SECOND: The Agreement of Merger between Surviving LLC and Disappearing LLCs setting forth the terms and conditions of the Merger has been approved, adopted, certified, executed and acknowledged by each of the constituent entities in accordance with the provisions of Section 18-209 of the LLC Act.
- THIRD: Surviving LLC shall continue its existence under its present name upon the effectiveness of the Merger pursuant to the provisions of the LLC Act.
- FOURTH: Upon the effectiveness of the Merger, the certificate of formation of Surviving LLC shall be the certificate of formation of the Surviving LLC after the Merger.
- FIFTH: The executed Agreement of Merger is on file at the principal place of business of Surviving LLC, located at 2301 Rosecrans Avenue, Suite 4100, El Segundo, California 90245-4967.
- SIXTH: A copy of the executed Agreement of Merger will be furnished by Surviving LLC, on request and without cost, to any member of Surviving LLC and Disappearing LLCs.

IN WITNESS WHEREOF, said Surviving LLC has caused this Certificate to be duly executed by an authorized person, the 30th day of September, 2010.

DERMSTORE LLC,  
a Delaware limited liability company

By:   
Authorized Person

Name: Adam Goldenberg

Title: Authorized Person, CEO & Secretary