

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| | |
|------------------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | Conversion from a Missouri Corporation to a Delaware Corporation |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---------------------------------------|----------|----------------|-----------------------|
| Beauty Brands Franchising Corporation | | 12/09/2013 | CORPORATION: MISSOURI |

RECEIVING PARTY DATA

| | |
|--------------------------|---------------------------------------|
| Name: | Beauty Brands Franchising Corporation |
| Street Address: | 4600 Madison |
| Internal Address: | Suite 400 |
| City: | Kansas City |
| State/Country: | MISSOURI |
| Postal Code: | 64112 |
| Entity Type: | CORPORATION: DELAWARE |

PROPERTY NUMBERS Total: 11

| Property Type | Number | Word Mark |
|----------------------|----------|------------------------------------|
| Registration Number: | 2682975 | BEAUTY BRANDS |
| Registration Number: | 2699344 | BEAUTY BRANDS SALON SPA SUPERSTORE |
| Registration Number: | 2343005 | BEAUTY BRANDS SALON SPA SUPERSTORE |
| Registration Number: | 2475978 | BEAUTY BRANDS SALON SUPERSTORE |
| Registration Number: | 2411475 | BEAUTY BRANDS SUPERSALON |
| Registration Number: | 2733281 | DISCOVER THE BEAUTY |
| Registration Number: | 2596917 | TAKE 10 |
| Serial Number: | 85769281 | TAKE 10 |
| Registration Number: | 4361586 | BEAUTY BRANDS |
| Serial Number: | 85847930 | LASH BASH |
| Serial Number: | 85869386 | LASH BASH \$10.98 MASCARA SALE |

CORRESPONDENCE DATA

CH \$290.00 2682975

Fax Number: 2149813400

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 214-981-3483

Email: dclark@sidley.com

Correspondent Name: Dusan Clark, Esq.

Address Line 1: Sidley Austin LLP

Address Line 2: 717 N. Harwood St., Suite 3400

Address Line 4: Dallas, TEXAS 75201

| | |
|--|---------------|
| ATTORNEY DOCKET NUMBER: | 54161-10030 |
| NAME OF SUBMITTER: | Dusan Clark |
| Signature: | /Dusan Clark/ |
| Date: | 12/19/2013 |
| Total Attachments: 2 source=Beauty Brands Franchising Corporation (MO to DE)_(28866515_1)#page1.tif source=Beauty Brands Franchising Corporation (MO to DE)_(28866515_1)#page2.tif | |

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A MISSOURI CORPORATION UNDER THE NAME OF "BEAUTY BRANDS FRANCHISING CORPORATION" TO A DELAWARE CORPORATION, FILED IN THIS OFFICE ON THE TENTH DAY OF DECEMBER, A.D. 2013, AT 10:11 O'CLOCK A.M.


A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

5446476 8100V

131401006



You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 0968249

DATE: 12-11-13

TRADEMARK
REEL: 005177 FRAME: 0609

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A NON-DELAWARE CORPORATION
TO A DELAWARE CORPORATION
PURSUANT TO SECTION 265 OF THE
DELAWARE GENERAL CORPORATION LAW

- 1.) The jurisdiction where the Non-Delaware Corporation first formed is Missouri.
- 2.) The jurisdiction immediately prior to filing this Certificate is Missouri.
- 3.) The date the Non-Delaware Corporation first formed is December 15, 1997.
- 4.) The name of the Non-Delaware Corporation immediately prior to filing this Certificate is Beauty Brands Franchising Corporation.
- 5.) The name of the Corporation as set forth in the Certificate of Incorporation is Beauty Brands Franchising Corporation.

IN WITNESS WHEREOF, the undersigned being duly authorized to sign on behalf of the converting Non-Delaware Corporation have executed this Certificate on the 9th day of December, A.D. 2013.

By: 

Name: David A. Bernstein
Print or Type

Title: President
Print or Type