

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Conversion from a Delaware Corporation to a Delaware Limited Liability Company

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Beauty Brands Franchising Corporation		12/11/2013	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Beauty Brands Franchising, LLC
<b>Street Address:</b>	4600 Madison
<b>Internal Address:</b>	Suite 400
<b>City:</b>	Kansas City
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	64112
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: 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 "28"
NAME OF SUBMITTER:	Dusan Clark
Signature:	/Dusan Clark/
Date:	12/19/2013
<b>Total Attachments: 2</b> source=Certificate of Conversion - Beauty Brands Franchising Corp to LLC FILED_(28868201_1)#page1.tif source=Certificate of Conversion - Beauty Brands Franchising Corp to LLC FILED_(28868201_1)#page2.tif	

# Delaware

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*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 DELAWARE CORPORATION UNDER THE NAME OF "BEAUTY BRANDS FRANCHISING CORPORATION" TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "BEAUTY BRANDS FRANCHISING CORPORATION" TO "BEAUTY BRANDS FRANCHISING, LLC", FILED IN THIS OFFICE ON THE ELEVENTH DAY OF DECEMBER, A.D. 2013, AT 4:21 O'CLOCK P.M.

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

  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 0971517

DATE: 12-11-13

TRADEMARK  
REEL: 005177 FRAME: 0641

STATE OF DELAWARE  
CERTIFICATE OF CONVERSION  
FROM A CORPORATION TO A  
LIMITED LIABILITY COMPANY PURSUANT TO  
SECTION 18-214 OF THE LIMITED LIABILITY COMPANY ACT

1. The jurisdiction where the Corporation first formed is: Missouri.
2. The jurisdiction immediately prior to filing this Certificate is: Delaware.
3. The date the Corporation was first formed is: December 15, 1997.
4. The name of the Corporation immediately prior to the filing of this Certificate is: Beauty Brands Franchising Corporation.
5. The name of the Limited Liability Company as set forth in the Certificate of Formation is: Beauty Brands Franchising, LLC.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion as of this 11<sup>th</sup> day of December, 2013.

BEAUTY BRANDS FRANCHISING  
CORPORATION

By 

Name: David A. Bernstein

Title: President