

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM304021

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
If You Knew, LLC		05/01/2014	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	Hairstory Studio, LLC		
Street Address:	14 LIBERTY STREET, 10TH Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10006		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4064729	HAIRSTORY	
CORRESPONDENCE DATA			
Fax Number:	5619977912		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	acohen@ehgpa.com		
Correspondent Name:	Adam M Cohen, Esq.		
Address Line 1:	1161 Holland Drive		
Address Line 4:	Boca Raton, FLORIDA 33487		
ATTORNEY DOCKET NUMBER:	3911.014		
NAME OF SUBMITTER:	Adam Cohen		
SIGNATURE:	/Adam Cohen/		
DATE SIGNED:	05/09/2014		
Total Attachments: 3			
source=If You Knew_Certified Name Change#page1.tif			
source=If You Knew_Certified Name Change#page2.tif			
source=If You Knew_Certified Name Change#page3.tif			

OP \$40.00 4064729

STATE OF NEW YORK
DEPARTMENT OF STATE

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.



WITNESS my hand and official seal of the Department of State, at the City of Albany, on May 2, 2014.

Anthony Giardina

Anthony Giardina
Executive Deputy Secretary of State

140501000068

New York State
Department of State
Division of Corporations, State Records
and Uniform Commercial Code
One Commerce Plaza, 99 Washington Avenue
Albany, NY 12231
www.dos.ny.gov

CERTIFICATE OF AMENDMENT
OF
ARTICLES OF ORGANIZATION
OF

If You Knew, LLC

(Insert Name of Domestic Limited Liability Company)

Under Section 211 of the Limited Liability Company Law

FIRST: The name of the limited liability company is:

If You Knew, LLC

If the name of the limited liability company has been changed, the name under which it was organized is:

SECOND: The date of filing of the articles of organization is: June 17, 2010

THIRD: The amendment effected by this certificate of amendment is as follows: (Set forth each amendment in a separate paragraph providing the subject matter and full text of each amended paragraph. For example, an amendment changing the name of the limited liability company would read as follows: Paragraph *First* of the Articles of Organization relating to *the limited liability company name* is hereby amended to read as follows: *First: The name of the limited liability company is ... (new name) ...*)

Paragraph First of the Articles of Organization relating to

the limited liability company name

is hereby amended to read as follows:

FIRST: The name of the limited liability company is Hairstory Studio, LLC

140501000068

X JGB
(Signature)

Jacqueline Bauer*
(Type or print name)

*as President of If You Knew Management, Inc.,
the duly authorized and acting manager of
If You Knew, LLC

Capacity of signer (Check appropriate box):

- Member
- Manager
- Authorized Person

CERTIFICATE OF AMENDMENT
OF
ARTICLES OF ORGANIZATION
OF

If You Knew, LLC

(Insert Name of Domestic Limited Liability Company)

Under Section 211 of the Limited Liability Company Law

ICC
STATE OF NEW YORK
DEPARTMENT OF STATE

Filed by: Adam M. Cohen
(Name)

1161 Holland Drive
(Mailing address)

Boca Raton, Florida 33487
(City, State and Zip code)

FILED MAY 01 2014

TAXS _____

RY: JCH

NOTE: This form was prepared by the New York State Department of State for filing a certificate of amendment of a domestic limited liability company. It does not contain all optional provisions under the law. You are not required to use this form. You may draft your own form or use forms available at legal supply stores. The Department of State recommends that legal documents be prepared under the guidance of an attorney. The certificate must be submitted with a \$60 filing fee made payable to the Department of State.

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2014 APR 30 PM 4:04
(For office use only)
JCH

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