

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM308082

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
USPA BRAND, LLC		12/07/2012	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	USPA MARKETING, LLC		
Street Address:	771 CORPORATE DRIVE, SUITE 430		
City:	LEXINGTON		
State/Country:	KENTUCKY		
Postal Code:	40503		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1691432	POLO	
Registration Number:	1677088		
Registration Number:	3325494	POLO MAGAZINE TV	
Registration Number:	3330344	POLO MAGAZINE TV	
CORRESPONDENCE DATA			
Fax Number:	2124512222		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212.451.2300		
Email:	mgrieco@olshanlaw.com		
Correspondent Name:	Olshan Frome Wolosky LLP		
Address Line 1:	65 East 55th Street		
Address Line 2:	Attn: Mary L. Grieco		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	9308.002 CHANGE OF NAME		
NAME OF SUBMITTER:	Mary L. Grieco		
SIGNATURE:	/mary grieco/		
DATE SIGNED:	06/19/2014		
Total Attachments: 3			

CH \$115.00 1691432

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ARTICLES OF AMENDMENT
TO
ARTICLES OF ORGANIZATION
OF

USPA BRAND, LLC

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

FILED
12 DEC -7 PM 3:07
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

The Articles of Organization for this Limited Liability Company were filed on 10-1-12

Florida document number L12000124607

This amendment is submitted to amend the following:

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

USPA MARKETING, 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:

N/A

(Principal office address MUST BE A STREET ADDRESS)

Enter new mailing address, if applicable:

N/A

(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:

N/A

New Registered Office Address:

N/A

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

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
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_____	_____	_____	<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 November 29, 2012



Signature of member or authorized representative of a member

PETER J. RIZZO

Typed or printed name of signee

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Filing Fee: \$25.00