

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM322957

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Monster T-Shirts, LLC		05/24/2013	LIMITED LIABILITY COMPANY: SOUTH CAROLINA
RECEIVING PARTY DATA			
Name:	Straight Up Southern, LLC		
Street Address:	1404 Atlas Road		
City:	Columbia		
State/Country:	SOUTH CAROLINA		
Postal Code:	29209		
Entity Type:	LIMITED LIABILITY COMPANY: SOUTH CAROLINA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	85914980	STRAIGHT UP SOUTHERN	
Serial Number:	85914012	FRIPP& FOLLY	
Registration Number:	4275725	ITSA GIRL THING	
CORRESPONDENCE DATA			
Fax Number:			
<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:	8032124966		
Email:	kirby.shealy@arlaw.com		
Correspondent Name:	Kirby D. Shealy III		
Address Line 1:	1501 Main Street		
Address Line 4:	Columbia, SOUTH CAROLINA 29201		
NAME OF SUBMITTER:	Kirby D. Shealy III		
SIGNATURE:	/Kirby D. Shealy III/		
DATE SIGNED:	11/12/2014		
Total Attachments: 2			
source=scanner@eatmoretees.com_20141107_171935#page1.tif			
source=scanner@eatmoretees.com_20141107_171935#page2.tif			

OP \$90.00 85914980


CERTIFIED TO BE A TRUE AND CORRECT COPY
AS TAKEN FROM AND COMPARED WITH THE
ORIGINAL ON FILE IN THIS OFFICE

1 COPY

Print Form

JUL 23 2013

STATE OF SOUTH CAROLINA
SECRETARY OF STATE


SECRETARY OF STATE OF SOUTH CAROLINA

AMENDED ARTICLES OF ORGANIZATION
Limited Liability Company -- Domestic
Filing Fee - \$110.00

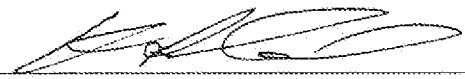
TYPE OR PRINT CLEARLY IN BLACK INK

Pursuant to S.C. Code of Laws §33-44-204(a), the undersigned limited liability company adopts the following Amended Articles of Organization:

1. The name of the limited liability company is Monster T-Shirts, LLC
2. The date the articles of organization were filed is October 16, 1997
3. The articles of organization are amended in the following respects, of which all amended provisions may lawfully be included in the articles of organization. If the space on this form is not sufficient, please attach additional sheets containing a reference to the appropriate paragraph on this form.

Our membership has unanimously agreed to change the name of this Limited Liability Company from
Monster T-Shirts, LLC to Straight Up Southern, LLC.

The company's address is changing to 1404 Atlas Road, Columbia, SC 29209


Signature (Please see the Filing Checklist below)

Kevin Schumacher
Print or Type Name

Capacity/Position of Person Signing (You must check one box.)

Date 5/24/13

- Manager Member Organizer
 Fiduciary Attorney-in-Fact

Filing Checklist

- Amended Articles of Organization (filed in duplicate)
- \$110.00 made payable to the Secretary of State's Office
- Self-Addressed, Stamped Return Envelope
- Make sure the proper individual has signed the form (Please see S.C. Code of Laws §33-44-205(a))
Limited Liability Company forms filed with the Secretary of State must be signed in the name of the company by a:
 - (1) manager of a manager-managed company
 - (2) member of a member-managed company
 - (3) person organizing the company, if the company has not been formed or
 - (4) fiduciary, if the company is in the hands of a receiver, trustee or other court-appointed fiduciary
- Return all documents to: South Carolina Secretary of State's Office
Attn: Corporate Filings
1205 Pendleton Street Suite 525
Columbia, SC 29201

LLC -- Domestic -- Amended Articles of Organization

130618-0221 FILED: 06/17/2013
STRAIGHT UP SOUTHER, LLC
Filing Fee: \$110.00 ORIG



Mark Hammond

South Carolina Secretary of State

TRADEMARK
REEL: 005399 FRAME: 0656



Department of the Treasury
Internal Revenue Service
Ogden, UT 84201

In reply refer to: 0443986862
Sep 09, 2013 LTR 147C
62-1725877

STRAIGHT UP SOUTHERN LLC

1404 ATLAS RD
COLUMBIA SC 29209-0000 000

Taxpayer Identification Number: 62-1725877

Form(s):

Dear Taxpayer:

This letter is in response to your telephone inquiry of September 9th, 2013.

Your Employer Identification Number (EIN) is 62-1725877. Please keep this number in your permanent records. You should enter your name and your EIN, exactly as shown above, on all business federal tax forms that require its use, and on any related correspondence documents.

If you have any questions regarding this letter, please call our Customer Service Department at 1-800-829-0115 between the hours of 7:00 AM and 10:00 PM. If you prefer, you may write to us at the address shown at the top of the first page of this letter. When you write, please include a telephone number where you may be reached and the best time to call.

Sincerely,

/S/ KASSANDRA HUDDLESTON
1384322
Customer Service Representative