

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM330904

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lilah Beauty, LLC		01/26/2015	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Lilah Beauty, Inc.		
Street Address:	109 Cloudview Trail		
City:	Sausalito		
State/Country:	CALIFORNIA		
Postal Code:	94965		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	86244518	LILAH B	
Serial Number:	86336040	WITH LESS, YOU ARE MORE	
Serial Number:	86403789	LILAH BEAUTY	
Serial Number:	86437181	DIVINE DUO	
Serial Number:	86437193	BRONZED BEAUTY	
CORRESPONDENCE DATA			
Fax Number:	7037707901		
<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:	(650) 233-4758		
Email:	docket_ip@pillsburylaw.com		
Correspondent Name:	Patricia L. Cotton		
Address Line 1:	PO BOX 10500		
Address Line 2:	Pillsbury Winthrop Shaw Pittman LLP		
Address Line 4:	Mc Lean, VIRGINIA 22102-8500		
ATTORNEY DOCKET NUMBER:	026399-0431260		
NAME OF SUBMITTER:	Patricia L. Cotton, Attorney of Record		
SIGNATURE:	/Patricia L. Cotton/		
DATE SIGNED:	02/03/2015		

CH \$140.00 86244518

Total Attachments: 5

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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 CALIFORNIA LIMITED LIABILITY COMPANY UNDER THE NAME OF "LILAH BEAUTY, LLC" TO A DELAWARE CORPORATION, CHANGING ITS NAME FROM "LILAH BEAUTY, LLC" TO "LILAH BEAUTY, INC.", FILED IN THIS OFFICE ON THE TWENTY-SIXTH DAY OF JANUARY, A.D. 2015, AT 6:07 O'CLOCK P.M.

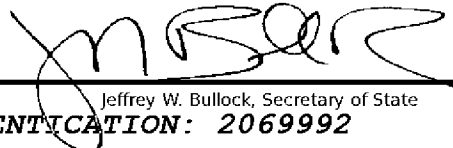
A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

5681468 8100V

150099823



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


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 2069992

DATE: 01-27-15

TRADEMARK
REEL: 005452 FRAME: 0021

**CERTIFICATE OF CONVERSION
FROM A CALIFORNIA LIMITED LIABILITY COMPANY TO
A DELAWARE CORPORATION**

**Pursuant to Section 265 of the
Delaware General Corporation Law**

Lilah Beauty, LLC, a limited liability company organized and existing under and by virtue of the California Limited Liability Company Act (the "LLC"), does hereby certify:

1. The LLC was originally formed under the jurisdiction of the State of California.
2. The date the LLC was first formed is March 17, 2014.
3. The name of the LLC immediately prior to the filing of this Certificate of Conversion is Lilah Beauty, LLC.
4. The name of the corporation as set forth in its certificate of incorporation is Lilah Beauty, Inc.

Date: January 26, 2015.

By: /s/ Cheryl Yannotti Foland
Cheryl Yannotti Foland
Authorized Person

Delaware

PAGE 2

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 CERTIFICATE OF INCORPORATION OF "LILAH BEAUTY, INC." FILED IN THIS OFFICE ON THE TWENTY-SIXTH DAY OF JANUARY, A.D. 2015, AT 6:07 O'CLOCK P.M.


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

5681468 8100V

150099823



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Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 2069992

DATE: 01-27-15

TRADEMARK
REEL: 005452 FRAME: 0023

CERTIFICATE OF INCORPORATION

OF

LILAH BEAUTY, INC.

ARTICLE I

The name of the corporation is Lilah Beauty, Inc. (the “**Company**”).

ARTICLE II

The registered agent and the address of the registered office in the State of Delaware are:

Corporation Service Company
2711 Centerville Road, Suite 400
Wilmington, Delaware 19808
County of New Castle

ARTICLE III

The purpose of the Company is to engage in any lawful act or activity for which corporations may be organized under the General Corporation Law of Delaware.

ARTICLE IV

The aggregate number of shares which the Company shall have authority to issue is Ten Million (10,000,000) shares of capital stock, all of which shall be designated “Common Stock” and have a par value of \$0.0001 per share.

ARTICLE V

In furtherance of and not in limitation of the powers conferred by the laws of the State of Delaware, the Board of Directors of the Company is expressly authorized to make, amend or repeal Bylaws of the Company.

ARTICLE VI

The business and affairs of the Company shall be managed by or under the direction of the Board of Directors. Elections of directors need not be by written ballot unless otherwise provided in the Bylaws of the Company.

ARTICLE VII

(A) To the fullest extent permitted by the General Corporation Law of Delaware, as it exists or as may hereafter be amended, a director of the Company shall not be personally liable

to the Company or its stockholders for monetary damages for breach of fiduciary duty as a director.

(B) The Company is authorized to indemnify to the fullest extent permitted by law any person made or threatened to be made a party to an action or proceeding, whether criminal, civil, administrative or investigative, by reason of the fact that such person was a director or officer of the Company or any predecessor of the Company, or serves or served at any other enterprise as a director or officer at the request of the Company or any predecessor to the Company.

(C) Neither any amendment nor repeal of this Article VII, nor the adoption of any provision of the Company's Certificate of Incorporation inconsistent with this Article VII, shall eliminate or reduce the effect of this Article VII in respect of any matter occurring, or any action or proceeding accruing or arising or that, but for this Article VII, would accrue or arise, prior to such amendment, repeal or adoption of an inconsistent provision.

ARTICLE VIII

Unless the Company consents in writing to the selection of an alternative forum, the Court of Chancery of the State of Delaware shall be the sole and exclusive forum for (i) any derivative action or proceeding brought on behalf of the Company, (ii) any action asserting a claim of breach of a fiduciary duty owed by any director, officer or other employee of the Company to the Company or the Company's stockholders, (iii) any action asserting a claim arising pursuant to any provision of the General Corporation Law of Delaware, or (iv) any action asserting a claim governed by the internal affairs doctrine. Any person or entity purchasing or otherwise acquiring any interest in shares of capital stock of the Company shall be deemed to have notice of and consented to the provisions of this Article VIII.

ARTICLE IX

The name and mailing address of the incorporator are as follows:

Cheryl Yannotti Foland
109 Cloudview Trail
Sausalito, CA 94965

Executed on January 26, 2015.

/s/ Cheryl Yannotti Foland
Cheryl Yannotti Foland
Incorporator