

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM333548

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ENTITY CONVERSION		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Johnson Creek Enterprises, LLC		03/13/2014	LIMITED LIABILITY COMPANY: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Johnson Creek Enterprises, LLC		
<b>Street Address:</b>	455 E. Industrial Drive		
<b>Internal Address:</b>	Suite #2		
<b>City:</b>	Hartland		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53029		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86513806	FOUNDER'S RESERVE	
<b>Serial Number:</b>	86130564	ARCTIC MENTHOL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8003723617		
<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>			
<b>Phone:</b>	920-545-2030		
<b>Email:</b>	ipdocket@smokejuice.com		
<b>Correspondent Name:</b>	Johnson Creek Enterprises, LLC		
<b>Address Line 1:</b>	455 E. Industrial Drive, Suite #2		
<b>Address Line 2:</b>	Intellectual Property Department		
<b>Address Line 4:</b>	Hartland, WISCONSIN 53029		
<b>ATTORNEY DOCKET NUMBER:</b>	4444-GENIP		
<b>NAME OF SUBMITTER:</b>	Edward J Kenrick		
<b>SIGNATURE:</b>	/Edward J Kenrick/		
<b>DATE SIGNED:</b>	02/27/2015		
<b>Total Attachments: 4</b>			
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source=JCE - Filed DE Certificate of Conversion and Certificate of Formation(WHD\_10221459\_1)#page4.tif

# 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 WISCONSIN LIMITED LIABILITY COMPANY UNDER THE NAME OF "JOHNSON CREEK ENTERPRISES, LLC" TO A DELAWARE LIMITED LIABILITY COMPANY, FILED IN THIS OFFICE ON THE THIRTEENTH DAY OF MARCH, A.D. 2014, AT 4:01 O'CLOCK P.M.

5497979 8100V

140329197

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: 1206217

DATE: 03-13-14

TRADEMARK  
REEL: 005468 FRAME: 0179

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

- 1.) The jurisdiction where the Non-Delaware Limited Liability Company first formed is Wisconsin
- 2.) The jurisdiction immediately prior to filing this Certificate is Wisconsin
- 3.) The date the Non-Delaware Limited Liability Company first formed is 9/2/2008
- 4.) The name of the Non-Delaware Limited Liability Company immediately prior to filing this Certificate is Johnson Creek Enterprises, LLC
- 5.) The name of the Limited Liability Company as set forth in the Certificate of Formation is Johnson Creek Enterprises, LLC

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the  
13<sup>th</sup> day of MARCH, A.D. 2014

By:   
Authorized Person

Name: Christian Berkey, Manager  
Print or Type

# 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 FORMATION OF "JOHNSON CREEK ENTERPRISES, LLC" FILED IN THIS OFFICE ON THE THIRTEENTH DAY OF MARCH, A.D. 2014, AT 4:01 O'CLOCK P.M.

5497979 8100V

140329197

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: 1206217

DATE: 03-13-14

TRADEMARK  
REEL: 005468 FRAME: 0181

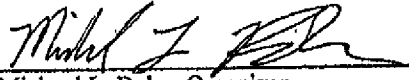
STATE OF DELAWARE—  
CERTIFICATE OF FORMATION  
OF  
JOHNSON CREEK ENTERPRISES, LLC

1. The name of the limited liability company is: Johnson Creek Enterprises, LLC.
2. The address of its registered office in the State of Delaware is Corporation Trust Center, 1209 Orange Street, Wilmington, Delaware 19801. The name of the registered agent at such address is The Corporation Trust Company.

3. The name and mailing address of the organizer of the company is:

Michael L. Bohn  
c/o Whyte Hirschboeck Dudek S.C.  
555 East Wells Street, Suite 1900  
Milwaukee, WI 53202 USA

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation as of  
the 13 day of March, 2014.

  
Michael L. Bohn, Organizer