

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM346964

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Madison Color, Inc.		08/15/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Madison Reed, Inc.		
Street Address:	500 Second Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94017		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4700625	MADISONREED	
Registration Number:	4540550	MDSNRD	
Registration Number:	4523505	LIVE LIFE BRILLIANTLY	
CORRESPONDENCE DATA			
Fax Number:	6509385200		
<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) 988-8500		
Email:	trademarks@fenwick.com, jdueck@fenwick.com		
Correspondent Name:	Fenwick & West LLP		
Address Line 1:	801 California Street		
Address Line 2:	Silicon Valley Center		
Address Line 4:	Mountain View, CALIFORNIA 94041-1990		
ATTORNEY DOCKET NUMBER:	30216-00070-1409		
NAME OF SUBMITTER:	Connie L. Ellerbach, Esq.		
SIGNATURE:	/cle1087/		
DATE SIGNED:	07/06/2015		
Total Attachments: 3			
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source=Certificate of Amendment of Restated Certificate of Incorporation#page2.tif			

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Delaware

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The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "MADISON COLOR, INC.", CHANGING ITS NAME FROM "MADISON COLOR, INC." TO "MADISON REED, INC.", FILED IN THIS OFFICE ON THE TWENTY-SEVENTH DAY OF AUGUST, A.D. 2013, AT 5:03 O'CLOCK P.M.

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

5297067 8100

131030676




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 0695329

DATE: 08-28-13

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

TRADEMARK
REEL: 005569 FRAME: 0779

CERTIFICATE OF AMENDMENT
OF
RESTATED CERTIFICATE OF INCORPORATION
OF
MADISON COLOR, INC.

Madison Color, Inc., a Delaware corporation, does hereby certify that the following amendment to the corporation's Restated Certificate of Incorporation has been duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware (the "**General Corporation Law**") with the approval of such amendment by the corporation's stockholders having been given by written consent without a meeting in accordance with Sections 228(d) and 242 of the General Corporation Law:

Article I of the Certificate of Incorporation, relating to the corporate name, is amended to read in its entirety as follows:

"ARTICLE I: NAME.

The name of this corporation is Madison Reed, Inc. (the "**Corporation**")."

IN WITNESS WHEREOF, said corporation has caused this Certificate of Amendment to be signed by its duly authorized officer this 27th day of August, 2013 and the foregoing facts stated herein are true and correct.

MADISON COLOR, INC.

By: /s/ Amy Errett
Amy Errett
Chief Executive Officer

CERTIFICATE OF AMENDMENT
OF
RESTATED CERTIFICATE OF INCORPORATION
OF
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Madison Color, Inc., a Delaware corporation, does hereby certify that the following amendment to the corporation's Restated Certificate of Incorporation has been duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware (the "**General Corporation Law**") with the approval of such amendment by the corporation's stockholders having been given by written consent without a meeting in accordance with Sections 228(d) and 242 of the General Corporation Law:

Article I of the Certificate of Incorporation, relating to the corporate name, is amended to read in its entirety as follows:

"ARTICLE I: NAME.

The name of this corporation is Madison Reed, Inc. (the "**Corporation**")."

IN WITNESS WHEREOF, said corporation has caused this Certificate of Amendment to be signed by its duly authorized officer this 15th day of August, 2013 and the foregoing facts stated herein are true and correct.

MADISON COLOR, INC.

By: Amy Errett
Amy Errett
Chief Executive Officer