

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM368288

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Butterfly IP Holding Co., Inc.		01/15/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	AS IP BRANDS LLC		
Street Address:	150 Meadowlands Parkway Suite 403		
City:	Secaucus,		
State/Country:	NEW JERSEY		
Postal Code:	07094		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 17			
Property Type	Number	Word Mark	
Registration Number:	3939361	ASHLEY SPORT	
Registration Number:	4228244	AS	
Registration Number:	4000101	DIVA DEALS	
Registration Number:	3987515	THE AUTHORITY ON ALLTHINGS DIVA	
Registration Number:	3987499	SIZES THAT COMPLIMENT EVERY CURVE	
Registration Number:	3076982	ASHLEY STEWART	
Registration Number:	2046868	ASHLEY STEWART	
Registration Number:	2266303	GREAT WOMEN OF STYLE	
Registration Number:	3898317	A LUX	
Registration Number:	3878373	ASHLEY SPORT	
Serial Number:	76330074	ASHLEY STEWART	
Serial Number:	76257526	ASHLEY STEWART	
Serial Number:	77383905	BUTTERFLY BY ASHLEY STEWART	
Registration Number:	4789759	DARE TO BARE	
Serial Number:	86485846	AS ASHLEY STEWART	
Serial Number:	86484477	ASHLEY AS STEWART	
Serial Number:	86542485	ASHLEY TV	
CORRESPONDENCE DATA			

CH \$440.00 3939361

Fax Number: 2014250161

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.

Phone: 9734258844

Email: fmoldovan@mdmc-law.com

Correspondent Name: Florina A. Moldovan, McElroy Deutsch

Address Line 1: 1300 Mount Kemble Ave. P.O. Box 2075

Address Line 2: A1146-1000

Address Line 4: Morristown, NEW JERSEY 07962

ATTORNEY DOCKET NUMBER:	A1146-1000 CHANGE NAME
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NAME OF SUBMITTER:	Florina A. Moldovan
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SIGNATURE:	/fmoldovan/
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DATE SIGNED:	01/07/2016
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Total Attachments: 4

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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 DELAWARE CORPORATION UNDER THE NAME OF "BUTTERFLY IP HOLDING CO., INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "BUTTERFLY IP HOLDING CO., INC." TO "AS IP BRANDS LLC", FILED IN THIS OFFICE ON THE FIFTEENTH DAY OF JANUARY, A.D. 2015, AT 11:57 O'CLOCK A.M.



5519712 8100V

150054816

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


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 2045424

DATE: 01-16-15

TRADEMARK
REEL: 005704 FRAME: 0418

State of Delaware
Secretary of State
Division of Corporations
Delivered 11:57 AM 01/15/2015
FILED 11:57 AM 01/15/2015
SRV 150054816 - 5519712 FILE

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

- 1.) The jurisdiction where the Corporation first formed is Delaware.
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware.
- 3.) The date the corporation first formed is April 21, 2014.
- 4.) The name of the Corporation immediately prior to filing this Certificate is
Butterfly IP Holding Co., Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of
Formation is AS IP Brands LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the
8th day of January, A.D. 2015.

By: Michael A. Abate
Authorized Person

Name: Michael A Abate
Print or Type

Delaware

PAGE 2

The First State

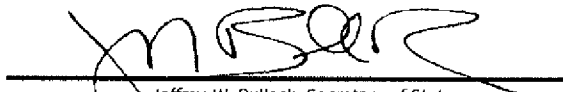
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "AS IP BRANDS LLC" FILED IN THIS OFFICE ON THE FIFTEENTH DAY OF JANUARY, A.D. 2015, AT 11:57 O'CLOCK A.M.



5519712 8100V

150054816

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


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 2045424

DATE: 01-16-15

TRADEMARK
REEL: 005704 FRAME: 0420

State of Delaware
Secretary of State
Division of Corporations
Delivered 11:57 AM 01/15/2015
FILED 11:57 AM 01/15/2015
SRV 150054816 - 5519712 FILE

STATE of DELAWARE
LIMITED LIABILITY COMPANY
CERTIFICATE of FORMATION

- First: The name of the limited liability company is AS IP BRANDS LLC
- Second: The address of its registered office in the State of Delaware is Corporation Trust Center, 1209 Orange Street in the City of Wilmington, County of New Castle Zip Code 19801

The name of its Registered agent at such address is The Corporation Trust Company

- Third: (Insert any other matters the members determine to include herein.)

In Witness Whereof, the undersigned have executed this Certificate of Formation this 8th day of January, 20 15.

By: Michael A. Abate
Authorized Person(s)

Name: Michael A. Abate
Typed or Printed