

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM370239

|                              |                   |
|------------------------------|-------------------|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT    |
| <b>NATURE OF CONVEYANCE:</b> | ENTITY CONVERSION |
| <b>SEQUENCE:</b>             | 2                 |

## CONVEYING PARTY DATA

| Name                  | Formerly | Execution Date | Entity Type           |
|-----------------------|----------|----------------|-----------------------|
| Backcountry.com, Inc. |          | 06/29/2015     | CORPORATION: DELAWARE |

## RECEIVING PARTY DATA

|                        |                                     |
|------------------------|-------------------------------------|
| <b>Name:</b>           | Backcountry.com, LLC                |
| <b>Street Address:</b> | 1678 West Redstone Center Drive     |
| <b>City:</b>           | Park City                           |
| <b>State/Country:</b>  | UTAH                                |
| <b>Postal Code:</b>    | 84098                               |
| <b>Entity Type:</b>    | LIMITED LIABILITY COMPANY: DELAWARE |

## PROPERTY NUMBERS Total: 1

| Property Type               | Number  | Word Mark |
|-----------------------------|---------|-----------|
| <b>Registration Number:</b> | 4572520 |           |

## CORRESPONDENCE DATA

**Fax Number:** 8015327750  
*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:** 8015327840  
**Email:** gness@parrbrown.com  
**Correspondent Name:** Gregory M. Hess  
**Address Line 1:** 101 S. 200 E., Suite 700  
**Address Line 4:** Salt Lake City, UTAH 84111

|                                |                   |
|--------------------------------|-------------------|
| <b>ATTORNEY DOCKET NUMBER:</b> | 90360-1           |
| <b>NAME OF SUBMITTER:</b>      | Gregory M. Hess   |
| <b>SIGNATURE:</b>              | /Gregory M. Hess/ |
| <b>DATE SIGNED:</b>            | 01/23/2016        |

## Total Attachments: 4

source=Conversion from Delaware Corporation to Delaware LLC#page1.tif  
source=Conversion from Delaware Corporation to Delaware LLC#page2.tif  
source=Conversion from Delaware Corporation to Delaware LLC#page3.tif  
source=Conversion from Delaware Corporation to Delaware LLC#page4.tif

CH \$40.00 4572520

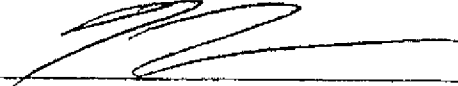
STATE OF DELAWARE  
CERTIFICATE OF CONVERSION  
FROM A CORPORATION TO A  
LIMITED LIABILITY COMPANY PURSUANT TO  
SECTION 18-214 OF THE LIMITED LIABILITY ACT

- 1.) The jurisdiction where the Corporation first formed is Utah.
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware.
- 3.) The date the corporation first formed is July 3, 2000.
- 4.) The name of the Corporation immediately prior to filing this Certificate is  
Backcountry.com, Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of Formation is  
Backcountry.com, LLC.

[The remainder of this page is left blank intentionally.]

IN WITNESS WHEREOF, the undersigned has executed this Certificate on the 29<sup>th</sup> day of June, 2015.

BACKCOUNTRY.COM, INC.

By:   
Name: Tim Lenneman  
Title: Vice President

[Signature Page to DE Certificate of Conversion (DE Corp to DE LLC)]

TRADEMARK  
REEL: 005714 FRAME: 0750

STATE *of* DELAWARE  
LIMITED LIABILITY COMPANY

---

**CERTIFICATE OF FORMATION**  
**OF**  
**BACKCOUNTRY.COM, LLC**

*Pursuant to Title 6, Chapter 18, Sections 201 and 204  
of the Delaware Code*

This Certificate of Formation of **Backcountry.com, LLC** is being duly executed and filed by Tim Lenneman, as an authorized person, to form a limited liability company under the Delaware Limited Liability Company Act (6 Del.C. § 18-101, et seq.), as amended from time to time.

(1) The name of the limited liability company formed hereby is **Backcountry.com, LLC**.

(2) The address of the registered office of the limited liability company in the State of Delaware is:

The Corporation Trust Company  
1209 Orange St  
Wilmington, Delaware 19801

(3) The name and address of the registered agent of the limited liability company for service of process on the limited liability company in the State of Delaware is:

The Corporation Trust Company  
1209 Orange St  
Wilmington, Delaware 19801

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation as of the 29<sup>th</sup> day of June, 2015.

/s/ Tim Lenneman  
Tim Lenneman  
Authorized Person