

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM375853

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	03/03/2016

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
ATA RETAIL SERVICES, INC.		03/03/2016	Corporation: CALIFORNIA

RECEIVING PARTY DATA

Name:	ATA RETAIL SERVICES, LLC
Street Address:	7133 KOLL CENTER PARKWAY
Internal Address:	SUITE 100
City:	PLEASANTON
State/Country:	CALIFORNIA
Postal Code:	94566
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	4581008	BRIGHTEN UP
Registration Number:	4593495	CRAVE
Registration Number:	4064231	CULINARY ELEMENTS
Registration Number:	3340956	GOOD LIVING
Registration Number:	4526364	THE BAR
Serial Number:	86659146	THE BAR CRAFTING CHEERS SINCE 1991

CORRESPONDENCE DATA

Fax Number: 3142592020

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: (303) 866-0267

Email: susan.murphy@bryancave.com

Correspondent Name: BRYAN CAVE LLP

Address Line 1: 1700 Lincoln Street

Address Line 2: Suite 4100

Address Line 4: Denver, COLORADO 80203

ATTORNEY DOCKET NUMBER:	0394378
NAME OF SUBMITTER:	Sean Odendahl

CH \$165.00 4581008

SIGNATURE:	/Sean Odendahl/
DATE SIGNED:	03/07/2016
Total Attachments: 2 source=Certificate of Merger DE#page1.tif source=Certificate of Merger DE#page2.tif	

Delaware

The First State

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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 MERGER, WHICH MERGES:

"ATA RETAIL SERVICES, INC.", A CALIFORNIA CORPORATION,
WITH AND INTO "ATA RETAIL SERVICES, LLC" UNDER THE NAME OF
"ATA RETAIL SERVICES, LLC", A LIMITED LIABILITY COMPANY
ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE,
AS RECEIVED AND FILED IN THIS OFFICE ON THE THIRD DAY OF MARCH,
A.D. 2016, AT 1:50 O`CLOCK P.M.



5968316 8100M
SR# 20161469524

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

A handwritten signature in black ink, appearing to read "JBULLOCK", written over a horizontal line. Below the line, the text "Jeffrey W. Bullock, Secretary of State" is printed in a small font.

Authentication: 201926240
Date: 03-03-16

TRADEMARK
REEL: 005747 FRAME: 0289

State of Delaware

**Certificate of Merger of a Foreign Corporation
into a Domestic Limited Liability Company**

Pursuant to Title 6, Section 18-209 of the Delaware Limited Liability Company Act.

First: The name of the surviving Limited Liability Company is ATA Retail Services, LLC, a Delaware Limited Liability Company.

Second: The name of the Corporation being merged into this surviving Limited Liability Company is ATA Retail Services, Inc. The jurisdiction in which this Corporation was formed is California.

Third: The Agreement of Merger has been approved and executed by both the Limited Liability Company and the Corporation.

Fourth: The name of the surviving Limited Liability Company is ATA Retail Services, LLC.

Fifth: The merger is to become effective at the time of the filing of this Certificate of Merger with the Delaware Secretary of State.

Sixth: The executed agreement of merger is on file at 7133 Koll Center Parkway Suite 100, Pleasanton, California, the principal place of business of the surviving Limited Liability Company.

Seventh: A copy of the agreement of merger will be furnished by the surviving Limited Liability Company on request, without cost, to any member of the Limited Liability Company or any person holding an interest in any other business entity which is to merge or consolidate.

IN WITNESS WHEREOF, said Limited Liability Company has caused this certificate to be signed by an authorized person, this 2nd day of March, 2016.

By: /s/ Ty Bennett

Name: Ty Bennett

Title: Manager