

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM382451

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vita-Mix Corporation		01/01/2015	Corporation:
RECEIVING PARTY DATA			
Name:	Vita-Mix Holdings Company		
Street Address:	8615 Usher Road		
City:	Olmsted Township		
State/Country:	OHIO		
Postal Code:	44138		
Entity Type:	Corporation: OHIO		
PROPERTY NUMBERS Total: 36			
Property Type	Number	Word Mark	
Serial Number:	85681098	300	
Serial Number:	85399836	750	
Serial Number:	85209667	6000	
Serial Number:	85571468	6300	
Serial Number:	85398689	7500	
Serial Number:	77834039	ADVANCE	
Serial Number:	85374549	ASPIRE	
Serial Number:	76413452	BARBOSS	
Serial Number:	75238761	BLENDING STATION	
Serial Number:	78966831		
Serial Number:	78966830		
Serial Number:	77795256	CREATIONS	
Serial Number:	85529904	CREATIONS ELITE	
Serial Number:	86241255	C-SERIES	
Serial Number:	86241281	G-SERIES	
Serial Number:	77093297	IT'S MORE THAN A BLENDER	
Serial Number:	76636696	IT'S NOT A BLENDER - IT'S A VITA-MIX!	
Serial Number:	77123389	MIX'N MACHINE	
Serial Number:	85939029	PERFORMANCE THAT INSPIRES	

CH \$915.00 85681098

Property Type	Number	Word Mark
Serial Number:	75587365	PORTION BLENDING SYSTEM
Serial Number:	86294572	PROFESSIONAL SERIES 500
Serial Number:	78117419	RINSE-O-MATIC
Serial Number:	86241210	S30
Serial Number:	76546634	SERIOUS PRODUCTS FOR SERIOUS BLENDING
Serial Number:	86241188	S-SERIES
Serial Number:	77830103	
Serial Number:	77484886	THE PROFESSIONAL CHEF'S POWER TOOL
Serial Number:	77735619	THE QUIET ONE
Serial Number:	74261765	TOTAL NUTRITION CENTER
Serial Number:	75604867	TURBOBLEND
Serial Number:	77830032	VITAMIX
Serial Number:	74730529	VITA-MIX
Serial Number:	75456843	VITA-PREP
Serial Number:	74382248	VITA-PRO
Serial Number:	73661194	VITA-VAC
Serial Number:	74429487	WHOLE FOOD MACHINE

CORRESPONDENCE DATA

Fax Number: 2163485474

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: 216-348-5400

Email: ipmailbox@mcdonaldhopkins.com

Correspondent Name: Vita-Mix Holdings Company

Address Line 1: 8615 Usher Road

Address Line 4: Olmsted Township, OHIO 44138

ATTORNEY DOCKET NUMBER: 33963-00001

NAME OF SUBMITTER: Lyndsey Miller

SIGNATURE: /Lyndsey Miller/

DATE SIGNED: 04/29/2016

Total Attachments: 2

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source=VITAMIX CORPORATION DE - CERTIFICATE OF AMENDMENT (5284031x7AB84)#page2.tif

Delaware

PAGE 1

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 "VITA-MIX CORPORATION", CHANGING ITS NAME FROM "VITA-MIX CORPORATION" TO "VITA-MIX HOLDINGS COMPANY", FILED IN THIS OFFICE ON THE TWENTY-NINTH DAY OF DECEMBER, A.D. 2014, AT 7:40 O'CLOCK P.M.

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

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF AMENDMENT IS THE FIRST DAY OF JANUARY, A.D. 2015, AT 12:01 O'CLOCK A.M.

5586280 8100

141596471



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


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 1999134

DATE: 12-31-14

TRADEMARK
REEL: 005781 FRAME: 0184

**CERTIFICATE OF AMENDMENT
OF CERTIFICATE OF INCORPORATION
OF
VITA-MIX CORPORATION**

Vita-Mix Corporation, a corporation organized and existing under the laws of the State of Delaware (the "Corporation"), hereby certifies:

1. That the Board of Directors of the Corporation, by the unanimous written consent of its members filed with the minutes of the Board, adopted a resolution proposing and declaring advisable the following amendment to the Certificate of Incorporation of the Corporation:

RESOLVED, that the Certificate of Incorporation of the Corporation shall be amended by deleting Section FIRST thereof and substituting the following in lieu thereof:

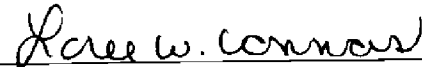
FIRST: The name of this corporation is Vita-Mix Holdings Company (the "Corporation").

2. This Amendment is to become effective at 12:01 a.m. on January 1, 2015.

3. That in lieu of a meeting and vote of stockholders, the stockholders have given written consent to said amendment in accordance with the provisions of Section 228 of the General Corporation Law of the State of Delaware, and written notice of the adoption of the amendment has been given as provided in Section 228 of the General Corporation Law of the State of Delaware to every stockholder entitled to such notice.

4. That the aforesaid amendment was duly adopted in accordance with the applicable provisions of Sections 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the Corporation has caused this certificate to be signed by its duly authorized officer this 29 day of December, 2014.



Loree W. Connors, Treasurer