

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM396287

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ENTITY CONVERSION

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
LALA Branded Products, Inc.		07/28/2016	Corporation: TEXAS

## RECEIVING PARTY DATA

<b>Name:</b>	LALA Branded Products, LLC
<b>Street Address:</b>	8750 N. Central Expressway
<b>Internal Address:</b>	Suite 400
<b>City:</b>	Dallas
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	75231
<b>Entity Type:</b>	Limited Liability Company: TEXAS

## PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	4842010	FRUSION GO WILD SMOOTHIE!
Serial Number:	86190509	FRUSION GO WILD
Serial Number:	86826820	HARVEST FIELDS
Registration Number:	4176507	LA CRÈME
Registration Number:	3188665	FRUSION
Registration Number:	3185480	FRUSION
Registration Number:	3188662	FRUSION
Registration Number:	3188633	FRUSION
Registration Number:	3771487	LA CRÈME

## CORRESPONDENCE DATA

Fax Number: 2025339099

*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: 2024678800

Email: IPLaw@Vorys.com

Correspondent Name: Vorys, Sater, Seymour and Pease LLP

Address Line 1: PO Box 2255

Address Line 2: iplaw@vorys

Address Line 4: Columbus, OHIO 43216-2255

CH \$240.00 4842010

<b>ATTORNEY DOCKET NUMBER:</b>	70615-6.6424.ProjCarve
<b>NAME OF SUBMITTER:</b>	Joan C. Makley
<b>SIGNATURE:</b>	/Joan C. Makley/
<b>DATE SIGNED:</b>	08/25/2016
<b>Total Attachments: 3</b> source=Certificate of Conversion - LBP LLC#page1.tif source=Certificate of Conversion - LBP LLC#page2.tif source=Certificate of Conversion - LBP LLC#page3.tif	



## Office of the Secretary of State

### CERTIFICATE OF CONVERSION

The undersigned, as Secretary of State of Texas, hereby certifies that a filing instrument for

LALA Branded Products, Inc.  
File Number: 800307178

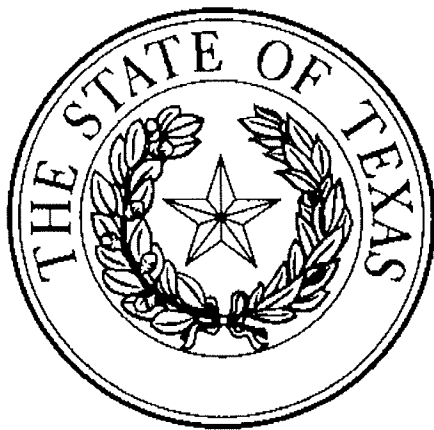
Converting it to

LALA Branded Products, LLC  
File Number: 802509639

has been received in this office and has been found to conform to law. ACCORDINGLY, the undersigned, as Secretary of State, and by virtue of the authority vested in the secretary by law, hereby issues this certificate evidencing the acceptance and filing of the conversion on the date shown below.

Dated: 07/28/2016

Effective: 07/28/2016



A handwritten signature in black ink, appearing to read "Cascos", followed by a horizontal line.

Carlos H. Cascos  
Secretary of State

Form 632  
(Revised 05/11)

Return in duplicate to:  
Secretary of State  
P.O. Box 13697  
Austin, TX 78711-3697  
512 463-5555  
FAX: 512 463-5709

Filing Fee: See instructions



**Certificate of Conversion  
of a  
Corporation Converting  
to a  
Limited Liability Company**

This space reserved for office use.

**FILED**  
In the Office of the  
Secretary of State of Texas  
**JUL 28 2016**  
**Corporations Section**

**Converting Entity Information**

The name of the converting corporation is:  
LALA Branded Products, Inc.

The jurisdiction of formation of the corporation is: Texas

The date of formation of the corporation is: February 20, 2004

The file number, if any, issued to the corporation by the secretary of state, is: 800307178

**Plan of Conversion—Alternative Statements**

The corporation named above is converting to a limited liability company. The name of the limited liability company is:

LALA Branded Products, LLC

The limited liability company will be formed under the laws of: Texas

The plan of conversion is attached.

*If the plan of conversion is not attached, the following statements must be completed.*

Instead of attaching the plan of conversion, the corporation certifies to the following statements:

A signed plan of conversion is on file at the principal place of business of the corporation, the converting entity. The address of the principal place of business of the corporation is:

8750 N. Central Expressway, Ste. 400      Dallas      TX      USA      75231  
*Street or Mailing Address*                                      *City*                                      *State*      *Country*      *Zip Code*

A signed plan of conversion will be on file after the conversion at the principal place of business of the limited liability company, the converted entity. The address of the principal place of business of the limited liability company is:

8750 N. Central Expressway, Ste. 400      Dallas      TX      USA      75231  
*Street or Mailing Address*                                      *City*                                      *State*      *Country*      *Zip Code*

A copy of the plan of conversion will be furnished on written request without cost by the converting entity before the conversion or by the converted entity after the conversion to any owner or member of the converting or converted entity.

**Certificate of Formation for the Converted Entity**

The converted entity is a Texas limited liability company. The certificate of formation of the Texas limited liability company is attached to this certificate either as an attachment or exhibit to the plan of conversion, or as an attachment or exhibit to this certificate of conversion if the plan has not been attached to the certificate of conversion.

**Approval of the Plan of Conversion**

The plan of conversion has been approved as required by the laws of the jurisdiction of formation and the governing documents of the converting entity.

**Effectiveness of Filing (Select either A, B, or C)**

- A.  This document becomes effective when the document is accepted and filed by the secretary of state.
- B.  This document becomes effective at a later date, which is not more than ninety (90) days from the date of signing. The delayed effective date is: \_\_\_\_\_
- C.  This document takes effect upon the occurrence of the future event or fact, other than the passage of time. The 90<sup>th</sup> day after the date of signing is: \_\_\_\_\_  
The following event or fact will cause the document to take effect in the manner described below:

\_\_\_\_\_  
\_\_\_\_\_


**Tax Certificate**

- Attached hereto is a certificate from the comptroller of public accounts that all taxes under title 2, Tax Code, have been paid by the corporation.
- In lieu of providing the tax certificate, the limited liability company as the converted entity is liable for the payment of any franchise taxes.

**Execution**

The undersigned signs this document subject to the penalties imposed by law for the submission of a materially false or fraudulent instrument.

Date: 7/28/2016

  
 \_\_\_\_\_  
 EVP and CFO of LALA Branded Products, Inc.  
 \_\_\_\_\_  
 Signature and title of authorized person on behalf of the  
 converting entity