

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM398498

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ENTITY CONVERSION		
<b>SEQUENCE:</b>	1		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Swedish Match North America Inc.		10/20/2015	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Swedish Match North America LLC		
<b>Street Address:</b>	1021 E. Cary Street, Suite 1600		
<b>City:</b>	Richmond		
<b>State/Country:</b>	VIRGINIA		
<b>Postal Code:</b>	23219		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3912520	FOILFRESH	
<b>Registration Number:</b>	4434814	FOILFRESH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2128066675		
<i>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.</i>			
<b>Phone:</b>	2128066675		
<b>Email:</b>	afisher@stroock.com		
<b>Correspondent Name:</b>	Laura Goldbard George		
<b>Address Line 1:</b>	180 Maiden Lane, 38th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10038-4982		
<b>ATTORNEY DOCKET NUMBER:</b>	002167/0002		
<b>NAME OF SUBMITTER:</b>	Laura Goldbard George		
<b>SIGNATURE:</b>	/laura goldbard george/		
<b>DATE SIGNED:</b>	09/14/2016		
<b>Total Attachments: 5</b>			
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source=Certificate of Conversion SMNA Inc to SMNA LLC#page2.tif			

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source=Certificate of Conversion SMNA Inc to SMNA LLC#page4.tif  
source=Certificate of Conversion SMNA Inc to SMNA LLC#page5.tif

# Delaware

The First State

Page 1

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 "SWEDISH MATCH NORTH AMERICA INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "SWEDISH MATCH NORTH AMERICA INC." TO "SWEDISH MATCH NORTH AMERICA LLC", FILED IN THIS OFFICE ON THE TWENTY-SECOND DAY OF OCTOBER, A.D. 2015, AT 8:07 O`CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2015 AT 11 O'CLOCK P.M.

Handwritten signature of Jeffrey W. Bullock, Secretary of State, over a horizontal line.

Jeffrey W. Bullock, Secretary of State

2062619 8100V  
SR# 20150599299

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

Authentication: 10280149  
Date: 10-22-15

**TRADEMARK**  
**REEL: 005876 FRAME: 0463**

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

**FIRST:** The jurisdiction where the Corporation first formed is Delaware.

**SECOND:** The jurisdiction immediately prior to filing this Certificate is Delaware.

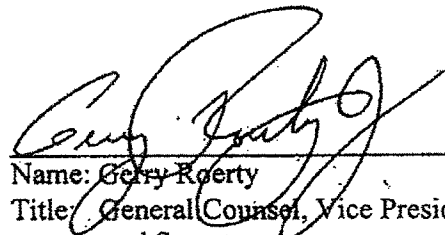
**THIRD:** The date the corporation first formed is the 24<sup>th</sup> day of May, 1985.

**FOURTH:** The name of the Corporation immediately prior to filing this Certificate is Swedish Match North America Inc.

**FIFTH:** The name of the Limited Liability Company as set forth in the Certificate of Formation is Swedish Match North America LLC.

**SIXTH:** The conversion is to become effective at 23:00, Eastern Daylight Savings time, on the 31st day of December, 2015.

**IN WITNESS WHEREOF**, the undersigned has executed this Certificate on the 20<sup>th</sup> day of October, 2015.

  
Name: Gerry Roerty  
Title: General Counsel, Vice President,  
and Secretary

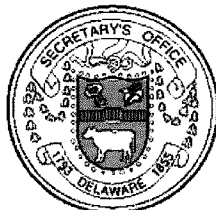
# Delaware

The First State

Page 1

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 FORMATION OF "SWEDISH MATCH NORTH AMERICA LLC" FILED IN THIS OFFICE ON THE TWENTY-SECOND DAY OF OCTOBER, A.D. 2015, AT 8:07 O`CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF FORMATION IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2015 AT 11 O`CLOCK P.M.



2062619 8100V  
SR# 20150599299

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

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

Authentication: 10280149  
Date: 10-22-15

**TRADEMARK**  
**REEL: 005876 FRAME: 0465**

**STATE OF DELAWARE  
LIMITED LIABILITY COMPANY  
CERTIFICATE OF FORMATION**

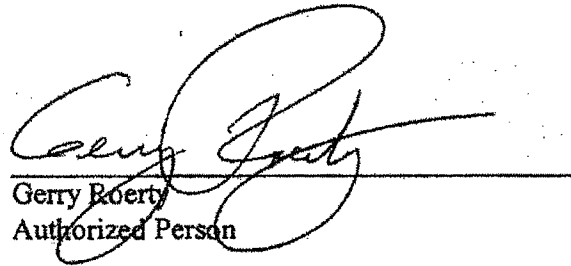
The undersigned, as an authorized person, in order to form a limited liability company under the provisions of the Delaware Limited Liability Company Act (§ 18-101, et. al.) does hereby certify as follows:

**FIRST:** The name of the limited liability company is Swedish Match North America 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, 19801. The name of its registered agent at such address is the Corporation Trust Company.

**THIRD:** The formation is to become effective at 23:00, Eastern Daylight Savings time, on the 31st day of December, 2015.

**IN WITNESS WHEREOF,** the undersigned have executed this Certificate of Formation this 20<sup>th</sup> day of October, 2015.

  
Gerry Roerty  
Authorized Person

**Swedish Match North America, Inc.**

TRADEMARK	COUNTRY	STATUS	SERIAL NO.	FILE	REGNO	REGISTERED
FOILFRESH	UNITED STATES	REGISTERED	77/934,929	2/12/2010	3,912,520	1/25/2011
FOILFRESH	UNITED STATES	REGISTERED	85/711,252	8/23/2012	4,434,814	11/19/2013