

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM399189

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bloom Flower Bar, Inc.		01/27/2015	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Fleurish, Inc.		
<b>Street Address:</b>	21255 Burbank Boulevard Suite #320		
<b>City:</b>	Woodland Hills		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91367		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86457746	F	
<b>Serial Number:</b>	86457718	FLEURISH	
<b>Serial Number:</b>	86457671	FLEURISH WHERE YOU ARE THE FLEURIST	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	(310) 820-9900		
<b>Email:</b>	caitlin@cmbginc.com		
<b>Correspondent Name:</b>	Caitlin Lalezari		
<b>Address Line 1:</b>	12400 Wilshire Blvd. Ste # 1180		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90025		
<b>NAME OF SUBMITTER:</b>	Caitlin Lalezari		
<b>SIGNATURE:</b>	/caitlin lalezari/		
<b>DATE SIGNED:</b>	09/20/2016		
<b>Total Attachments: 3</b>			
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**UNANIMOUS WRITTEN CONSENT  
OF  
THE BOARD OF DIRECTORS  
OF  
BLOOM FLOWER BAR, INC.  
a Delaware corporation**

**BY UNANIMOUS WRITTEN CONSENT  
IN LIEU OF A SPECIAL MEETING**

The undersigned, being all of the members of the Board of Directors of BLOOM FLOWER BAR, INC., a Delaware corporation (the "Corporation"), do hereby consent to the adoption by said corporation, without a special meeting of the Board of Directors, pursuant to the authority granted in the Delaware General Corporation Law, of the following resolutions:

**RESOLUTIONS REGARDING CERTIFICATE OF AMENDMENT OF  
CERTIFICATE OF INCORPORATION**

WHEREAS, the Board of Directors deems it necessary and advisable to amend the Certificate of Incorporation, which was filed with the Delaware Secretary of State on March 18, 2014, in order to formally change the name of the Corporation from "Bloom Flower Bar, Inc." to "Fleurish, Inc."; and

WHEREAS, there has been presented to the shareholders of the Corporation a proposed form of Certificate of Amendment of Certificate of Incorporation (the "Amendment"), evidencing the name change to "Fleurish, Inc.";

RESOLVED, that upon approval of the Amendment by the shareholders of the Corporation, the name of the Corporation shall be formally changed from "Bloom Flower Bar, Inc." to "Fleurish, Inc."; and

RESOLVED FURTHER, that any and all actions taken by the authorized officers of the Corporation in connection with the foregoing Amendment, including the filing of the Amendment with the Delaware Secretary of State, be, and hereby are, ratified, approved and confirmed in all respects.

This Unanimous Written Consent and any executed counterparts shall be filed in the book of minutes and shall become a part of the records of the Corporation.

Dated: As of \_\_\_\_\_, 2014.

  
\_\_\_\_\_  
AMY CHILD MARELLA

*Alex Frost*  
ALEX FROST

*Allyson Arons*  
ALLYSON ARONS

**STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT  
OF CERTIFICATE OF INCORPORATION**

The corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware does hereby certify:

**FIRST:** That at a meeting of the Board of Directors of  
BLOOM FLOWER BAR, INC.

resolutions were duly adopted setting forth a proposed amendment of the Certificate of Incorporation of said corporation, declaring said amendment to be advisable and calling a meeting of the stockholders of said corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:

**RESOLVED**, that the Certificate of Incorporation of this corporation be amended by changing the Article thereof numbered "FIRST" so that, as amended, said Article shall be and read as follows:

The name of this Corporation is FLEURISH, INC.

**SECOND:** That thereafter, pursuant to resolution of its Board of Directors, a special meeting of the stockholders of said corporation was duly called and held upon notice in accordance with Section 222 of the General Corporation Law of the State of Delaware at which meeting the necessary number of shares as required by statute were voted in favor of the amendment.

**THIRD:** That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

**IN WITNESS WHEREOF**, said corporation has caused this certificate to be signed this 10 day of November, 2014.

By:   
Authorized Officer

Title: PRESIDENT

Name: AMY CHILD MARELLA  
Print or Type