

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM418746

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Backcountry.com, Inc.		06/29/2015	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Backcountry.com, LLC		
Street Address:	1678 West Redstone Center Drive		
City:	Park City		
State/Country:	UTAH		
Postal Code:	84098		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	4422074		
Registration Number:	4788204	BACKCOUNTRY.COM	
Registration Number:	3243545	BACKCOUNTRY.COM	
Registration Number:	3219427	BACKCOUNTRY.COM > OUTLET	
Registration Number:	4586774	COMPETITIVE CYCLIST	
Registration Number:	4586773	COMPETITIVE CYCLIST	
Registration Number:	4367951	DOGFUNK	
Registration Number:	4418211	MERLIN	
Registration Number:	4422090	PRIVATE STASH	
Registration Number:	4313281	STOIC	
Registration Number:	4303136	STOIC	
Registration Number:	4699743	WHISKEY MILITIA	
Registration Number:	3434921	WHISKEY MILITIA	
Registration Number:	3434913	WHISKEY MILITIA	
CORRESPONDENCE DATA			
Fax Number:	8015327750		
<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>			
Phone:	8015327840		

OP \$365.00 4422074

Email: ghes@parrbrown.com
Correspondent Name: Gregory M. Hess
Address Line 1: 101 S. 200 E., Suite 700
Address Line 4: Salt Lake City, UTAH 84111

ATTORNEY DOCKET NUMBER: 90360-1

NAME OF SUBMITTER: Gregory M. Hess

SIGNATURE: /Gregory M. Hess/

DATE SIGNED: 03/07/2017

Total Attachments: 4

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

- 1.) The jurisdiction where the Corporation first formed is Utah.
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware.
- 3.) The date the corporation first formed is July 3, 2000.
- 4.) The name of the Corporation immediately prior to filing this Certificate is
Backcountry.com, Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of Formation is
Backcountry.com, LLC.

[The remainder of this page is left blank intentionally.]

IN WITNESS WHEREOF, the undersigned has executed this Certificate on the 29th day of June, 2015.

BACKCOUNTRY.COM, INC.

By: 

Name: Tim Lenneman

Title: Vice President

[Signature Page to DE Certificate of Conversion (DE Corp to DE LLC)]

TRADEMARK
REEL: 006004 FRAME: 0464

STATE *of* DELAWARE
LIMITED LIABILITY COMPANY

CERTIFICATE OF FORMATION
OF
BACKCOUNTRY.COM, LLC

*Pursuant to Title 6, Chapter 18, Sections 201 and 204
of the Delaware Code*

This Certificate of Formation of **Backcountry.com, LLC** is being duly executed and filed by Tim Lenneman, as an authorized person, to form a limited liability company under the Delaware Limited Liability Company Act (6 Del.C. § 18-101, et seq.), as amended from time to time.

(1) The name of the limited liability company formed hereby is **Backcountry.com, LLC**.

(2) The address of the registered office of the limited liability company in the State of Delaware is:

The Corporation Trust Company
1209 Orange St
Wilmington, Delaware 19801

(3) The name and address of the registered agent of the limited liability company for service of process on the limited liability company in the State of Delaware is:

The Corporation Trust Company
1209 Orange St
Wilmington, Delaware 19801

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation as of the 29th day of June, 2015.

/s/ Tim Lenneman
Tim Lenneman
Authorized Person