

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM427794

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Primitive Shoes, Inc.		03/02/2016	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Primitive Company		
Street Address:	9223 Eton Ave.		
City:	Chatsworth		
State/Country:	CALIFORNIA		
Postal Code:	91311		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4486924	PRIMITIVE APPAREL	
CORRESPONDENCE DATA			
Fax Number:	8183801908		
<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:	818-380-1900		
Email:	paulo@paiplaw.com		
Correspondent Name:	Alex Patel		
Address Line 1:	16830 Ventural Blvd., Suite 360		
Address Line 4:	Encino, CALIFORNIA 91436		
NAME OF SUBMITTER:	Paulo A. de Almeida		
SIGNATURE:	/Paulo A. de Almeida/		
DATE SIGNED:	05/16/2017		
Total Attachments: 3			
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OP \$40.00 4486924

**CERTIFICATE OF AMENDMENT
OF ARTICLES OF INCORPORATION**

The undersigned certify that:

1. I am the president and secretary of Primitive Shoes, Inc., a California Corporation.
2. Article One of the Articles of Incorporation of this corporation is amended to read as follows:

The Corporation name is Primitive Company.
3. The foregoing amendment of Articles of Incorporation has been duly approved by the board of directors.
4. The foregoing amendment has been duly approved by the required vote of shareholders in accordance with Section 902, California Corporations Code. The total number of outstanding shares of the corporation is 10,000 shares. The number of shares voting in favor of the amendment equaled or exceeded the vote required. The percentage vote required was more than 50%.
5. I further declare under penalty of perjury under the laws of the State of California that the matters set forth in this certificate are true and correct of our own knowledge.

Date: March 2, 2016


Andy Nelson
President and Secretary

UNANIMOUS WRITTEN CONSENT OF THE BOARD OF DIRECTORS
OF
PRIMITIVE SHOES, INC.

The undersigned, being all the members of the Board of Directors of Primitive Shoes, Inc. (the "Corporation"), hereby consent to and adopt the following resolutions, which actions shall have the same force and effect as if taken by unanimous affirmative vote at a meeting of the Board of Directors of the Corporation, duly called and held, all notice of said meeting being waived, and direct that this written consent to such action be filed with the minutes of the proceedings of the Board of Directors of the Corporation.

WHEREAS, it has been proposed that it is in the best interest of the Corporation to amend its Articles of Incorporation and change its name from Primitive Shoes, Inc. to Primitive Company.


NOW THEREFORE, BE IT:

RESOLVED, that the Corporation is authorized to amend its Articles of Incorporation and change its name from Primitive Shoes, Inc. to Primitive Company.


RESOLVED FURTHER, that the officers of this Corporation are, and each individually is, hereby authorized to do and perform any and all such acts, including execution of any and all documents and certificates, as said officers shall deem necessary or advisable, to carry out the purposes of the foregoing resolutions, including without limitation, paying all such fees, costs and expenses.

RESOLVED FURTHER, that any actions taken by such officers prior to the date of the foregoing resolutions adopted hereby that are within the authority conferred thereby are hereby ratified, confirmed, and approved as the acts and deeds of this corporation;

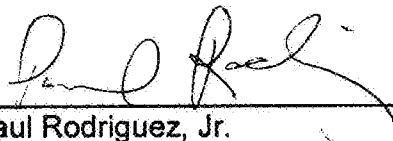
Date: March 2, 2016



Andrew Metkin



Jubal Jones



Paul Rodriguez, Jr.

UNANIMOUS WRITTEN CONSENT OF THE SHAREHOLDERS

OF

PRIMITIVE SHOES, INC.

The undersigned, being all the Shareholders of Primitive Shoes, Inc. (the "Corporation"), hereby consent to and adopt the following resolutions, which actions shall have the same force and effect as if taken by unanimous affirmative vote at a meeting of the Shareholders of the Corporation, duly called and held, all notice of said meeting being waived, and direct that this written consent to such action be filed with the minutes of the proceedings of the Board of Directors of the Corporation.

WHEREAS, it has been proposed that it is in the best interest of the Corporation to amend its Articles of Incorporation and change its name from Primitive Shoes, Inc. to Primitive Company.

NOW THEREFORE, BE IT:

RESOLVED, that the Corporation is authorized to amend its Articles of Incorporation and change its name from Primitive Shoes, Inc. to Primitive Company.


RESOLVED FURTHER, that the board of directors and officers of this Corporation are, and each individually is, hereby authorized to do and perform any and all such acts, including execution of any and all documents and certificates, as said officers shall deem necessary or advisable, to carry out the purposes of the foregoing resolutions, including without limitation, paying all such fees, costs and expenses.

RESOLVED FURTHER, that any actions taken by such officers prior to the date of the foregoing resolutions adopted hereby that are within the authority conferred thereby are hereby ratified, confirmed, and approved as the acts and deeds of this corporation;

Date: March 2, 2016



Andrew Netkin



Jubal Jones



Paul Rodriguez, Jr