

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM430103

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>SEQUENCE:</b>	1		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
VITA-MIX CORPORATION		01/01/2015	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	VITA-MIX HOLDINGS COMPANY		
<b>Street Address:</b>	8615 Usher Road		
<b>City:</b>	Olmsted Township		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	44138		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3884709	T&G	
<b>Registration Number:</b>	3947406	VITAMIX XL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2483583351		
<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>	2483584400		
<b>Email:</b>	trademarks@brookskushman.com		
<b>Correspondent Name:</b>	Hope V. Shovein		
<b>Address Line 1:</b>	1000 Town Center, 22nd Floor		
<b>Address Line 4:</b>	Southfield, MICHIGAN 48075-1238		
<b>ATTORNEY DOCKET NUMBER:</b>	VITA 0158 A		
<b>NAME OF SUBMITTER:</b>	Hope V. Shovein		
<b>SIGNATURE:</b>	/hope v shovein/		
<b>DATE SIGNED:</b>	06/06/2017		
<b>Total Attachments: 3</b>			
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# Delaware

PAGE 1

*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "VITA-MIX CORPORATION", CHANGING ITS NAME FROM "VITA-MIX CORPORATION" TO "VITA-MIX HOLDINGS COMPANY", FILED IN THIS OFFICE ON THE TWENTY-NINTH DAY OF DECEMBER, A.D. 2014, AT 7:40 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF AMENDMENT IS THE FIRST DAY OF JANUARY, A.D. 2015, AT 12:01 O'CLOCK A.M.

5586280 8100

141596471

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



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 1999134

DATE: 12-31-14

TRADEMARK  
REEL: 006077 FRAME: 0515

**CERTIFICATE OF AMENDMENT  
OF CERTIFICATE OF INCORPORATION  
OF  
VITA-MIX CORPORATION**

Vita-Mix Corporation, a corporation organized and existing under the laws of the State of Delaware (the "Corporation"), hereby certifies:

1. That the Board of Directors of the Corporation, by the unanimous written consent of its members filed with the minutes of the Board, adopted a resolution proposing and declaring advisable the following amendment to the Certificate of Incorporation of the Corporation:

RESOLVED, that the Certificate of Incorporation of the Corporation shall be amended by deleting Section FIRST thereof and substituting the following in lieu thereof:

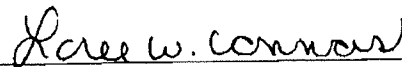
FIRST: The name of this corporation is Vita-Mix Holdings Company (the "Corporation").

2. This Amendment is to become effective at 12:01 a.m. on January 1, 2015.

3. That in lieu of a meeting and vote of stockholders, the stockholders have given written consent to said amendment in accordance with the provisions of Section 228 of the General Corporation Law of the State of Delaware, and written notice of the adoption of the amendment has been given as provided in Section 228 of the General Corporation Law of the State of Delaware to every stockholder entitled to such notice.

4. That the aforesaid amendment was duly adopted in accordance with the applicable provisions of Sections 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the Corporation has caused this certificate to be signed by its duly authorized officer this 29 day of December, 2014.



Loree W. Connors, Treasurer

**CERTIFICATE OF AMENDMENT  
OF CERTIFICATE OF INCORPORATION  
OF  
VITA-MIX CORPORATION**

Vita-Mix Corporation, a corporation organized and existing under the laws of the State of Delaware (the "Corporation"), hereby certifies:

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RESOLVED, that the Certificate of Incorporation of the Corporation shall be amended by deleting Section FIRST thereof and substituting the following in lieu thereof:

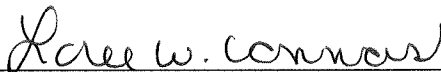
FIRST: The name of this corporation is Vita-Mix Holdings Company (the "Corporation").

2. This Amendment is to become effective at 12:01 a.m. on January 1, 2015.

3. That in lieu of a meeting and vote of stockholders, the stockholders have given written consent to said amendment in accordance with the provisions of Section 228 of the General Corporation Law of the State of Delaware, and written notice of the adoption of the amendment has been given as provided in Section 228 of the General Corporation Law of the State of Delaware to every stockholder entitled to such notice.

4. That the aforesaid amendment was duly adopted in accordance with the applicable provisions of Sections 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the Corporation has caused this certificate to be signed by its duly authorized officer this 29 day of December, 2014.

  
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Loree W. Connors, Treasurer