

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM430959

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ENTITY CONVERSION		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SHIPMAN ASSOCIATES, INC.		12/31/2014	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SHIPMAN ASSOCIATES, LLC		
<b>Doing Business As:</b>	theBalm		
<b>Street Address:</b>	1000 Atlantic Ave, Suite 100		
<b>City:</b>	Alameda		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94501		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85108776	PROM QUEEN	
<b>Serial Number:</b>	85312763	BEST BATH EVER	
<b>Serial Number:</b>	87242484	ARCH MADNESS	
<b>Serial Number:</b>	78976244	THE BALM	
<b>Serial Number:</b>	85064560	CAST YOUR SHADOW	
<b>Serial Number:</b>	85154229	THEBALM AND THE BEAUTIFUL	
<b>Serial Number:</b>	85154235	FINER LINER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7147558290		
<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>Email:</b>	ipdocket@lw.com		
<b>Correspondent Name:</b>	Latham & Watkins LLP c/o Julie Dalke		
<b>Address Line 1:</b>	650 Town Center Dr, 20th fl		
<b>Address Line 2:</b>	(059924-0001)		
<b>Address Line 4:</b>	Costa Mesa, CALIFORNIA 92626		
<b>ATTORNEY DOCKET NUMBER:</b>	059924-0001		
<b>NAME OF SUBMITTER:</b>	Adam Kummins		

OP \$190.00 85108776

<b>SIGNATURE:</b>	/Adam Kummins/
<b>DATE SIGNED:</b>	06/12/2017
<b>Total Attachments: 2</b> source=name change 2#page1.tif source=name change 2#page2.tif	

# Delaware

PAGE 1

*The First State*

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 "SHIPMAN ASSOCIATES, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "SHIPMAN ASSOCIATES, INC." TO "SHIPMAN ASSOCIATES, LLC", FILED IN THIS OFFICE ON THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2014, AT 2:16 O'CLOCK P.M.



3014399 8100V

141608349

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: 2004942


DATE: 01-02-15

TRADEMARK  
REEL: 006082 FRAME: 0635

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 Delaware.
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware.
- 3.) The date the corporation first formed is March 16, 1999.
- 4.) The name of the Corporation immediately prior to filing this Certificate is  
Shipman Associates, Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of  
Formation is Shipman Associates, LLC

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the  
31st day of December, A.D. 2014.

By:   
Authorized Person

Name: Marissa Shipman  
Print or Type