

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM432118

| | | | |
|---|--------------------------------------|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ENTITY CONVERSION | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Shipman Associates, Inc. | | 12/31/2013 | Corporation: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Shipman Associates, LLC | | |
| Doing Business As: | theBalm | | |
| Street Address: | 1000 Atlantic Ave, Suite 100 | | |
| City: | Alameda | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94501 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 5 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 87242484 | ARCH MADNESS | |
| Serial Number: | 85312763 | BEST BATH EVER | |
| Serial Number: | 85064560 | CAST YOUR SHADOW | |
| Serial Number: | 85108776 | PROM QUEEN | |
| Serial Number: | 78976244 | THE BALM | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 7147758290 | | |
| <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> | | | |
| Email: | ipdocket@lw.com | | |
| Correspondent Name: | Latham & Watkins LLP c/o Julie Dalke | | |
| Address Line 1: | 650 Town Center Dr, 20th fl. | | |
| Address Line 2: | (059924-0001) | | |
| Address Line 4: | Costa Mesa, CALIFORNIA 92626 | | |
| ATTORNEY DOCKET NUMBER: | 059924-0001 | | |
| NAME OF SUBMITTER: | Adam Kummins | | |
| SIGNATURE: | /Adam Kummins/ | | |
| DATE SIGNED: | 06/22/2017 | | |

OP \$140.00 87242484

Total Attachments: 2

source=name change 2#page1.tif

source=name change 2#page2.tif

Delaware

The First State

Page 1

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 2:12 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

3014399 8100V
SR# 20174786790

You may verify this certificate online at corp.delaware.gov/authver.shtml

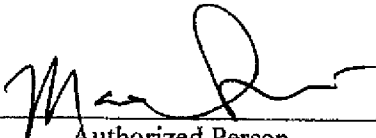
Authentication: 202720633
Date: 06-15-17

TRADEMARK
REEL: 006089 FRAME: 0172

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