

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM432117

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
SEQUENCE:	2		
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: 1			
Property Type	Number	Word Mark	
Serial Number:	78118420	PLUMP YOUR PUCKER	
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		
Total Attachments: 2			
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OP \$40.00 78118420

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

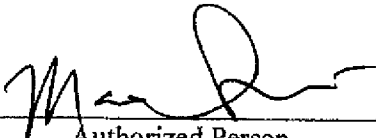
Authentication: 202720633
Date: 06-15-17

TRADEMARK
REEL: 006089 FRAME: 0175

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