

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM445663

| | | | |
|-----------------------------------|-------------------------------------|--|----------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | CHANGE OF NAME | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Reason to Believe, LLC | | 09/07/2017 | Limited Liability Company: |
| RECEIVING PARTY DATA | | | |
| Name: | Virtue Labs, LLC | | |
| Street Address: | 391 Technology Way, Suite 168 | | |
| City: | Winston-Salem | | |
| State/Country: | NORTH CAROLINA | | |
| Postal Code: | 27101 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 22 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 87975860 | VIRTUE | |
| Serial Number: | 87043059 | VIRTUE | |
| Serial Number: | 87975519 | VIRTUE REAL SCIENCE. TRUE BEAUTY. | |
| Serial Number: | 87043053 | VIRTUE | |
| Serial Number: | 87050823 | VIRTUE REAL SCIENCE. TRUE BEAUTY. | |
| Serial Number: | 87050798 | VIRTUE LABS | |
| Serial Number: | 87050784 | VIRTUE LABS | |
| Serial Number: | 87070990 | IN SCIENCE. IN BEAUTY. IN LIFE. | |
| Serial Number: | 87070936 | VIRTUE IN SCIENCE. IN BEAUTY. IN LIFE. | |
| Serial Number: | 87050835 | VIRTUE REAL SCIENCE. TRUE BEAUTY. | |
| Serial Number: | 87274703 | 60KU | |
| Serial Number: | 87275007 | CR CREATE | |
| Serial Number: | 87274993 | CO CORRECT | |
| Serial Number: | 87050819 | REAL SCIENCE. TRUE BEAUTY. | |
| Serial Number: | 87050806 | REAL SCIENCE. TRUE BEAUTY. | |
| Serial Number: | 86418095 | LACING THERAPY | |
| Serial Number: | 86418093 | REASON TO BELIEVE | |
| Serial Number: | 86418087 | RTB | |
| Serial Number: | 86887112 | SCIENCE WORKS MIRACLES VIRTUE | |

OP \$565.00 87975860

| Property Type | Number | Word Mark |
|----------------|----------|-------------------------------|
| Serial Number: | 86887096 | VIRTUE SCIENCE WORKS MIRACLES |
| Serial Number: | 86829089 | KERATIN 60KU TECHNOLOGY |
| Serial Number: | 86661460 | ALPHA KERATIN 60KU |

CORRESPONDENCE DATA

Fax Number:

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.

Phone: (919)781-4000

Email: ip@wyrick.com

Correspondent Name: DEVON E. WHITE

Address Line 1: 4101 Lake Boone Trail, Suite 300

Address Line 4: Raleigh, NORTH CAROLINA 27607

| | |
|---------------------------|----------------|
| NAME OF SUBMITTER: | Devin E. White |
| SIGNATURE: | /dew/ |
| DATE SIGNED: | 10/03/2017 |

Total Attachments: 2

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Delaware

The First State

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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 "REASON TO BELIEVE, LLC", CHANGING ITS NAME FROM "REASON TO BELIEVE, LLC" TO "VIRTUE LABS, LLC", FILED IN THIS OFFICE ON THE SEVENTH DAY OF SEPTEMBER, A.D. 2017, AT 10:09 O`CLOCK A.M.




Jeffrey W. Bullock, Secretary of State

5393213 8100
SR# 20176081261

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

Authentication: 203190111
Date: 09-08-17

TRADEMARK
REEL: 006169 FRAME: 0987

**CERTIFICATE OF AMENDMENT OF
CERTIFICATE OF FORMATION
OF
REASON TO BELIEVE, LLC**

Pursuant to Section 18-202 of the Delaware Limited Liability Company Act, Reason to Believe, LLC, a limited liability company organized and existing under the Limited Liability Company Act of the State of Delaware, does hereby certify and set forth as follows:

FIRST: The name of the limited liability company is Reason to Believe, LLC (the "Company").

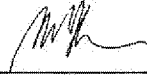
SECOND: The Certificate of Formation of the Company is hereby amended to change the name of the Company by deleting the text of Section 1 thereof in its entirety and inserting the following in lieu thereof:

1. The name of the limited liability company is Virtue Labs, LLC (the "Company").

THIRD: This Certificate of Amendment will be effective upon filing.

IN WITNESS WHEREOF, the Company has caused this Certificate of Amendment to be signed as of this 23rd day of August 2017.

REASON TO BELIEVE, LLC

By: 
Name: Melisse Shaban
Title: Executive Chairman