

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM477666

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lulu's Fashion Lounge, Inc.		08/25/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Lulu's Fashion Lounge, LLC		
Street Address:	195 Humboldt Avenue		
City:	Chico		
State/Country:	CALIFORNIA		
Postal Code:	95928		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3743618	LULUS	
Registration Number:	3743619	LULU'S	
Registration Number:	4719184	LULU'S	
Registration Number:	4719183	LULUS	
Registration Number:	4723509	LULU'S	
Registration Number:	5168140	LULUS	
Registration Number:	4895469	COVETED CURATED COLLECTED	
CORRESPONDENCE DATA			
Fax Number:	4152687522		
<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>			
Phone:	4152686538		
Email:	ewright@mofo.com		
Correspondent Name:	Jennifer Lee Taylor, Morrison & Foerster		
Address Line 1:	425 Market Street		
Address Line 4:	San Francisco, CALIFORNIA 94105		
NAME OF SUBMITTER:	Jennifer Lee Taylor		
SIGNATURE:	/JLT2/		
DATE SIGNED:	06/12/2018		

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Total Attachments: 1

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State of California Secretary of State

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Limited Liability Company Articles of Organization - Conversion

LLC-1A

File # 201723710430

FILED Secretary of State State of California AUG 25 2017

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IMPORTANT - Read all instructions before completing this form.

This Space For Filing Use Only

Converted Entity Information

1. Name of Limited Liability Company (The name must include the words Limited Liability Company or the abbreviations LLC or L.L.C. The words Limited and Company may be abbreviated to Ltd. and Co., respectively.)

Lulu's Fashion Lounge, LLC

2. The purpose of the limited liability company is to engage in any lawful act or activity for which a limited liability company may be organized under the California Revised Uniform Limited Liability Company Act.

3. The limited liability company will be managed by (check only one):

[X] One Manager

[] More Than One Manager

[] All Limited Liability Company Member(s)

4. Initial Street Address of Limited Liability Company's Designated Office in CA

195 Humboldt Avenue

City

Chico

State

CA

Zip Code

95928

5. Initial Mailing Address of Limited Liability Company, if different from Item 4

City

State

Zip Code

6. Initial Agent for Service of Process: Item 6a: List the name of an individual or a corporation registered in CA under California Corporations Code section 1505 that agrees to be your agent for service of process. You may not list the converted entity as the agent. Item 6b: If the agent is an individual, list the agent's CA business or residential street address. Item 6c: If the agent is an individual and the converting entity is a CA corporation, limited partnership or general partnership, list the the agent's mailing address. Do not list an address if the agent is a CA registered corporate agent as the address for service of process is already on file.

a. Name of Agent For Service of Process

C T Corporation System

b. If an individual, Street Address of Agent for Service of Process - Do not list a P.O. Box

City

State

Zip Code

CA

c. If an individual, Mailing Address of Agent for Service of Process

City

State

Zip Code

Converting Entity Information

7. Name of Converting Entity

Lulu's Fashion Lounge, Inc.

8. Form of Entity

Domestic Stock Corporation

9. Jurisdiction

California

10. CA Secretary of State File Number, if any

2966256

11. The principal terms of the plan of conversion were approved by a vote of the number of interests or shares of each class that equaled or exceeded the vote required. If a vote was required, the following was required for each class:

The class and number of outstanding interests entitled to vote. 2,000 Common Stock

AND

The percentage vote required of each class. 100%

Additional Information

12. Additional information set forth on the attached pages, if any, is incorporated herein by this reference and made part of this certificate.

13. I certify under penalty of perjury that the contents of this document are true. I declare I am the person who executed this instrument, which execution is my act and deed.

Signature of Authorized Person (Crystal Landsem)

Crystal Landsem - Chief Financial Officer and Treasurer

Type or Print Name and Title of Authorized Person

Signature of Authorized Person (Colleen Winter)

Colleen Winter - President

Type or Print Name and Title of Authorized Person

LLC-1A (REV 01/2016)

APPROVED BY SECRETARY OF STATE