

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM487527

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
bL, LLC		08/01/2018	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	butter LONDON, LLC
Street Address:	6120 Powers Ferry Road NW, Suite 300
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30339
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 30

Property Type	Number	Word Mark
Serial Number:	86537116	FIT LASH
Serial Number:	87052861	CRAFTED WITH CARE
Serial Number:	87340378	PURECURE PEEL-OFF GEL LACQUER
Serial Number:	87496214	STROKE OF WOW
Registration Number:	3079241	BUTTER LONDON
Registration Number:	4679188	BUTTER LONDON
Registration Number:	4230620	BUTTER LONDON
Registration Number:	4479132	BUTTER LONDON
Registration Number:	4857933	BUTTER LONDON
Registration Number:	4956501	BUTTER LONDON
Registration Number:	4389322	HANDBAG HOLIDAY
Registration Number:	4257103	
Registration Number:	4462099	SCRUBBERS
Registration Number:	4260828	BUTTER LONDON
Registration Number:	4392159	HORSE POWER
Registration Number:	4952143	PATENT SHINE 10X
Registration Number:	4993999	P.D. QUICK DRY CONDITIONING DROPS
Registration Number:	4993998	QUICKFIX MOISTURIZING CUTICLE BALM
Registration Number:	5286677	SHADOWCLUTCH

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4952639	ELECTRALASH
Registration Number:	4984964	PLUSH RUSH
Registration Number:	4985104	SHEER WISDOM
Registration Number:	5134281	DOUBLE DECKER LASHES
Registration Number:	5276923	BRONZERCLUTCH
Registration Number:	5276924	BLUSHCLUTCH
Registration Number:	4951057	MELT AWAY
Registration Number:	5360464	GLAZEN
Registration Number:	5044604	ICONOCLAST
Registration Number:	5272338	OH MY, HOW HIGH!
Registration Number:	5402394	PURE, POSH & PLAYFUL

CORRESPONDENCE DATA

Fax Number: 3032231111

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: 3032231100

Email: dntrademarkdocket@bhfs.com

Correspondent Name: Daniel I. Ackerman

Address Line 1: 410 Seventeenth Street, Suite 2200

Address Line 4: Denver, COLORADO 80202

ATTORNEY DOCKET NUMBER:	060929.0001
NAME OF SUBMITTER:	Daniel I. Ackerman
SIGNATURE:	/Daniel I. Ackerman/
DATE SIGNED:	08/27/2018

Total Attachments: 3

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State of Delaware
Secretary of State
Division of Corporations
Delivered 03:56 PM 06/11/2018
FILED 03:56 PM 06/11/2018
SR 20185080345 - File Number 6926785

CERTIFICATE OF FORMATION
OF
bL, LLC
(a Delaware limited liability company)

ARTICLE 1

The name of the Company is bL, LLC.

ARTICLE II

The address of the Company's registered office in the State of Delaware is 1209 Orange Street, in the City of Wilmington, State of Delaware, in the County of New Castle, 19801. The name of the Company's registered agent at such address is The Corporation Trust Company.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation as of June 11, 2018.

/s/ Susan Harrison
Susan Harrison, Authorized Person

**CERTIFICATE OF AMENDMENT
TO THE
CERTIFICATE OF FORMATION
OF
bL, LLC**

Pursuant to the provisions of Section 18-202 of the Delaware Limited Liability Company Act, the undersigned, bL, LLC, a Delaware limited liability company, delivers this Certificate of Amendment to its Certificate of Formation to the Secretary of State of the State of Delaware for filing.

1. The name of the limited liability company is bL, LLC.
2. The Certificate of Formation is amended by deleting Article I in its entirety and replacing it with the following Article I:

“ARTICLE 1

The name of the limited liability company is butter LONDON, LLC.”

3. The foregoing amendment shall become effective upon filing with the Secretary of State of the State of Delaware.

(Remainder of Page Left Blank, Signature Page Follows)

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Amendment to the Certificate of Formation of bL, LLC this 1 day of August, 2018.

bL, LLC

By: _____

Name: Robert K. Cohen

Title: Executive Chairman and
Chief Executive Officer

(Signature Page to Certificate of Amendment to the Certificate of Formation of bL, LLC)