

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM531917

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

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Dazzle Up, LLC		07/15/2019	Limited Liability Company: NORTH CAROLINA

RECEIVING PARTY DATA

Name:	Simply Southern Holdings, LLC
Doing Business As:	Simply Southern
Street Address:	498 Gallimore Dairy Rd.
City:	Greensboro
State/Country:	NORTH CAROLINA
Postal Code:	27409
Entity Type:	Corporation NORTH CAROLINA <i>Limited Liability Company</i>

PROPERTY NUMBERS Total: 39

Property Type	Number	Word Mark
Registration Number:	3335887	SIMPLY SOUTHERN
Registration Number:	4167422	DAZZLE UP
Registration Number:	4167424	SIMPLY SOUTHERN
Registration Number:	4291943	COUNTRY CHICK
Registration Number:	4482501	FAITHFUL GIRL
Registration Number:	4486410	COUNTRY THANG
Registration Number:	4596579	POLISHED UP
Registration Number:	4916829	SIMPLY SOUTHERN
Registration Number:	5617651	SIMPLY SOUTHERN
Registration Number:	5171970	'MERICAN PROPER
Registration Number:	4836486	
Registration Number:	5060357	
Registration Number:	4838483	'MERICAN PROPER
Registration Number:	5355812	PURSUIT OF PREPPINESS
Registration Number:	5505814	SIMPLY SOUTHERN
Serial Number:	87144684	PURVEYOR OF PREPPINESS
Serial Number:	87144697	SIMPLY FAITHFUL
Registration Number:	5505815	SIMPLY SOUTHERN

OP \$990.00 3335887

Property Type	Number	Word Mark
Registration Number:	5483762	SIMPLY SOUTHERN
Registration Number:	5729883	SIMPLY FAITHFUL
Serial Number:	88161356	SIMPLY SOUTHERN
Registration Number:	5727916	SIMPLY SOUTHERN COLLECTION
Registration Number:	5779631	
Serial Number:	88317142	SIMPLY CUTIE
Registration Number:	5796409	PREPPY SOCK CO.
Serial Number:	88317163	SIMPLY SOUTHERN
Serial Number:	88331076	SIMPLY SOUTHERN
Serial Number:	88334508	SAVE THE TURTLES
Serial Number:	88434089	
Serial Number:	88436938	SS SIMPLY SOUTHERN COLLECTION
Serial Number:	88436939	SIMPLY SOUTHERN
Serial Number:	88436941	SIMPLY SOUTHERN
Serial Number:	88436943	SIMPLY SOUTHERN
Serial Number:	88436944	SIMPLY SOUTHERN
Serial Number:	88452802	LOVE ALL THAT YOU DO
Serial Number:	88452745	LIVE LOVE SIMPLY
Serial Number:	88452817	DOODLE AND CREW
Serial Number:	88493843	DOODLE & CREW
Serial Number:	88398818	SIMPLY SOUTHERN

CORRESPONDENCE DATA

Fax Number: 3362329075

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: 3362713175

Email: dsar@brookspierce.com

Correspondent Name: David W. Sar

Address Line 1: P.O. Box 26000

Address Line 4: Greensboro, NORTH CAROLINA 27420

ATTORNEY DOCKET NUMBER: NameChange

NAME OF SUBMITTER: David W. Sar

SIGNATURE: /DavidWSar/

DATE SIGNED: 07/15/2019

Total Attachments: 2

source=Name Chang Dazzle Up to SSH#page1.tif

source=Name Chang Dazzle Up to SSH#page2.tif



NORTH CAROLINA

Department of the Secretary of State

To all whom these presents shall come, Greetings:

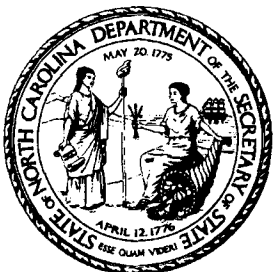
I, ELAINE F. MARSHALL, Secretary of State of the State of North Carolina, do hereby certify the following and hereto attached to be a true copy of

ARTICLES OF AMENDMENT

OF

DAZZLE UP, LLC WHICH CHANGED ITS NAME TO SIMPLY SOUTHERN HOLDINGS, LLC

the original of which was filed in this office on the 15th day of July, 2019.



Scan to verify online.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal at the City of Raleigh, this 15th day of July, 2019.

Elaine F. Marshall

Secretary of State

Certification# C201919000282-1 Reference# C201919000282-1
Verify this certificate online at <http://www.sosnc.gov/verification>

TRADEMARK
REEL: 006696 FRAME: 0961

State of North Carolina
Department of the Secretary of State

Limited Liability Company
AMENDMENT OF ARTICLES OF ORGANIZATION

Pursuant to §57D-2-22 of the General Statutes of North Carolina, the undersigned limited liability company hereby submits the following Articles of Amendment for the purpose of amending its Articles of Organization.

1. The name of the limited liability company is: Dazzle Up, LLC

2. The text of each amendment adopted is as follows (attach additional pages if necessary):
The name of Dazzle Up, LLC shall be changed to "Simply Southern Holdings, LLC"

3. (Check either a or b, whichever is applicable)
A. The amendment(s) was (were) duly adopted by the majority vote of the organizers of the limited liability company prior to the identification of initial members of the limited liability company.
B. The amendment(s) was (were) duly adopted by the unanimous vote of the members of the limited liability company or was (were) adopted as otherwise provided in the limited liability company's Articles of Organization or a written operating agreement.

4. These articles will be effective upon filing, unless a date and/or time is specified: _____

This the 12th day of July, 2019.

Dazzle Up, LLC

Name of Limited Liability Company

Virginia Aydogdu

Signature

Virginia Aydogdu, Manager, Company Official

Type or Print Name and Title

NOTES:

1. Filing fee is \$50. This document must be filed with the Secretary of State.

BUSINESS REGISTRATION DIVISION
(Revised July 2017)

P. O. BOX 29622

RALEIGH, NC 27626-0622
(Form L-17)