

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM545985

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER AND CHANGE OF NAME
EFFECTIVE DATE:	12/04/2018

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BestSelf Co, LLC		12/04/2018	Limited Liability Company: NEW YORK

NEWLY MERGED ENTITY DATA

Name	Execution Date	Entity Type
BestSelf Ventures, LLC	12/04/2018	Limited Liability Company: TEXAS

MERGED ENTITY'S NEW NAME (RECEIVING PARTY)

Name:	BestSelf Ventures, LLC
Street Address:	2028 E. Ben White Blvd.
Internal Address:	#240-5675
City:	Austin
State/Country:	TEXAS
Postal Code:	78741
Entity Type:	Limited Liability Company: TEXAS

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Serial Number:	87601245	THE SMARTER WAY TO BOOKMARK
Serial Number:	87601239	SMARTMARKS
Serial Number:	87405349	WIN THE DAY
Serial Number:	87405220	
Serial Number:	86823740	BESTSELF
Serial Number:	86823732	SELF JOURNAL

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: 2027197000

Email: dweslow@wileyrein.com

Correspondent Name: David E. Weslow

TRADEMARK

Address Line 1: 1776 K Street, NW
Address Line 4: Washington, D.C. 20006

ATTORNEY DOCKET NUMBER: 89025.0001

NAME OF SUBMITTER: David E. Weslow

SIGNATURE: /David E. Weslow/

DATE SIGNED: 10/21/2019

Total Attachments: 4

source=3. TX Certificate of Merger (filed 12-6-18)#page1.tif
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source=3. TX Certificate of Merger (filed 12-6-18)#page3.tif
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Form 622
(Revised 12/15)
 Return in duplicate to:
 Secretary of State
 P.O. Box 13697
 Austin, TX 78711-3697
 512 463-5555
 FAX: 512 463-5709
Filing Fee: see instructions



**Certificate of Merger
 Combination Merger
 Business Organizations Code**

This space reserved for office use.

FILED
 In the Office of the
 Secretary of State of Texas
DEC 06 2018
Corporations Section

Parties to the Merger

Pursuant to chapter 10 of the Texas Business Organizations Code, and the title applicable to each domestic filing entity identified below, the undersigned parties submit this certificate of merger.

The name, organizational form, state of incorporation or organization, and file number, if any, issued by the secretary of state for each organization that is a party to the merger are as follows:

Party 1

BestSelf Co, LLC
Name of Organization
 The organization is a limited liability company It is organized under the laws of
Specify organizational form (e.g., for-profit corporation)
New York, US The file number, if any, is _____
State Country Texas Secretary of State file number
 Its principal place of business is 90 State Street, Ste 700, Office 40, Albany, NY 12207
Address City State

- The organization will survive the merger. The organization will not survive the merger.
- The plan of merger amends the name of the organization. The new name is set forth below.

Name as Amended

Party 2

BestSelf Ventures, LLC
Name of Organization
 The organization is a limited liability company It is organized under the laws of
Specify organizational form (e.g., for-profit corporation)
Texas, US The file number, if any, is _____
State Country Texas Secretary of State file number
 Its principal place of business is 1007 S. Congress Ave., Apt. 723 Austin TX 78704
Address City State

- The organization will survive the merger. The organization will not survive the merger.
- The plan of merger amends the name of the organization. The new name is set forth below.

Name as Amended

Party 3

Name of Organization
 The organization is a _____ It is organized under the laws of
Specify organizational form (e.g., for-profit corporation)

The file number, if any, is _____
State Country Texas Secretary of State file number

Its principal place of business is _____
Address City State

The organization will survive the merger. The organization will not survive the merger.

The plan of merger amends the name of the organization. The new name is set forth below.

Name as Amended

Plan of Merger

The plan of merger is attached.

If the plan of merger is not attached, the following statements must be completed.

Alternative Statements

Instead of providing the plan of merger, each domestic filing entity certifies that:

1. A plan of merger is on file at the principal place of business of each surviving, acquiring, or new domestic entity or non-code organization that is named in this form as a party to the merger or an organization created by the merger.

2. On written request, a copy of the plan of merger will be furnished without cost by each surviving, acquiring, or new domestic entity or non-code organization to any owner or member of any domestic entity that is a party to or created by the plan of merger and, if the certificate of merger identifies multiple surviving domestic entities or non-code organizations, to any creditor or obligee of the parties to the merger at the time of the merger if a liability or obligation is then outstanding.

Item 3A is the default selection. If the merger effected an amendment to, a restatement of, or an amendment and restatement of the certificate of formation of a surviving filing entity, you must select and complete one of the options shown below. Options 3B and 3C require the submission of the described attachment.

3A. No amendments to the certificate of formation of any surviving filing entity that is a party to the merger are effected by the merger.

3B. No amendments to the certificate of formation of any filing entity are being effected by the merger or by the restated certificate of formation of the surviving filing entity named in the attached restated certificate of formation.

3C. The plan of merger effected an amendment and restatement of the certificate of formation of a surviving filing entity. The amendments being made and the name of the surviving entity restating its certificate of formation are set forth in the attached restated certificate of formation containing amendments.

3D. The plan of merger effected amendments or changes to the following surviving filing entity's certificate of formation.

Name of filing entity effecting amendments

The changes or amendments to the filing entity's certificate of formation, other than the name change noted previously, are stated below.

Amendment Text Area

4. Organizations Created by Merger

The name, jurisdiction of organization, principal place of business address, and entity description of each entity or other organization to be created pursuant to the plan of merger are set forth below. The certificate of formation of each new domestic filing entity to be created is being filed with this certificate of merger.

Name of New Organization 1 *Jurisdiction* *Entity Type (See instructions)*

Principal Place of Business Address *City*

Name of New Organization 2 *Jurisdiction* *Entity Type (See instructions)*

Principal Place of Business Address *City* *State* *Zip Code*

Name of New Organization 3 *Jurisdiction* *Entity Type (See instructions)*

Principal Place of Business Address *City* *State* *Zip*

Approval of the Plan of Merger

The plan of merger has been approved as required by the laws of the jurisdiction of formation of each organization that is a party to the merger and by the governing documents of those organizations.

The approval of the owners or members of _____
Name of domestic entity
was not required by the provisions of the BOC.

Effectiveness of Filing (Select either A, B, or C.)

- A. This document becomes effective when the document is accepted and filed by the secretary of state.
- B. This document becomes effective at a later date, which is not more than ninety (90) days from the date of signing. The delayed effective date is: _____
- C. This document takes effect on the occurrence of the future event or fact, other than the passage of time. The 90th day after the date of signing is: _____

The following event or fact will cause the document to take effect in the manner described below:

Text Area

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Tax Certificate

- Attached hereto is a certificate from the comptroller of public accounts that all taxes under title 2, Tax Code, have been paid by the non-surviving filing entity.
- Instead of providing the tax certificate, one or more of the surviving, acquiring or newly created organizations will be liable for the payment of the required franchise taxes.

Execution

The undersigned signs this document subject to the penalties imposed by law for the submission of a materially false or fraudulent instrument. The undersigned certifies that the statements contained herein are true and correct, and that the person signing is authorized under the provisions of the Business Organizations Code, or other law applicable to and governing the merging entity, to execute the filing instrument.

Date: 12/04/2018

BestSelf Co, LLC
 Merging Entity Name
Cathryn Lavery
 Signature of authorized person (see instructions)
Cathryn Lavery
 Printed or typed name of authorized person

BestSelf Ventures, LLC
 Merging Entity Name
Allen Brouwer JV
 Signature of authorized person (see instructions)
Allen Brouwer
 Printed or typed name of authorized person

 Merging Entity Name

 Signature of authorized person (see instructions)

 Printed or typed name of authorized person