TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM558765

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

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Atkins Nutritionals, Inc.	FORMERLY Complimentary Formulations, Inc.	01/07/2020	Corporation: NEW YORK

RECEIVING PARTY DATA

Name:	Simply Good Foods USA, Inc.
Street Address:	1225 17th Street, Suite 1000
City:	Denver
State/Country:	COLORADO
Postal Code:	80202
Entity Type:	Corporation: NEW YORK

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Serial Number:	87400708	A ATKINS
Serial Number:	76225472	A ATKINS
Serial Number:	76225468	ATKINS
Serial Number:	76225469	ATKINS
Serial Number:	76225470	ATKINS
Serial Number:	85043652	ATKINS
Serial Number:	87181802	ATKINS
Serial Number:	87856704	ATKINS
Serial Number:	87600664	ATKINS
Serial Number:	86952098	ATKINS 20
Serial Number:	86952125	ATKINS 40
Serial Number:	78620073	ATKINS ENDULGE
Serial Number:	86945862	CARB CHECK
Serial Number:	86337977	EAT TO SUCCEED
Serial Number:	87862613	SIMPLY PROTEIN
Serial Number:	87862669	SIMPLY PROTEIN
Serial Number:	88372254	ATKINS

CH $440.00 87400708

CORRESPONDENCE DATA

Fax Number: 4156597333

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: 415.836.2506
Email: TMDocket@us.dlapiper.com
Correspondent Name: Gina Durham, Esq.
Address Line 1: 555 Mission Street, Suite 2400
Address Line 2: 310635-900100
Address Line 4: San Francisco, CALIFORNIA 94105-2933

NAME OF SUBMITTER:	Carissa Bouwer, Esq. -DLA Piper LLP (US)
SIGNATURE:	/Carissa Bouwer/
DATE SIGNED:	01/23/2020

Total Attachments: 3
source=ANI Name Change to SGFUSA Certificate 1-7-20#page1.tif
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STATE OF NEW YORK

DEPARTMENT OF STATE

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.

WITNESS my hand and official seal of the Department of State, at the City of Albany, on January 7, 2020.

Brendan C. Hughes
Executive Deputy Secretary of State

Rev. 06/19

200107000195

NEW YORK STATE OF OPPORTUNITY.

Division of Corporations, State Records and Uniform Commercial Code

New York State
Department of State
DIVISION OF CORPORATIONS, STATE RECORDS AND UNIFORM COMMERCIAL CODE
One Commerce Plaza
99 Washington Ave.
Albany, NY 12231-0001
www.dos.ny.gov

CSC 45
Drawdown

CERTIFICATE OF AMENDMENT OF THE CERTIFICATE OF INCORPORATION OF

Atkins Nutritionals, Inc.

(Insert the Current Name of Domestic Corporation)
(Name change only)

Under Section 805 of the Business Corporation Law

FIRST: The current name of the corporation is:

Atkins Nutritionals, Inc.

If the name of the corporation has been previously changed, the name under which it was originally formed is:

Complimentary Formulations, Inc.

SECOND: The date of filing of the certificate of incorporation with the Department of State is:

July 13, 1989

THIRD: The amendment effected by this certificate of amendment is as follows:

Paragraph FIRST of the Certificate of Incorporation relating to the name of the corporation is amended to read in its entirety as follows:

FIRST: The name of the corporation is:

Simply Good Foods USA, Inc.

FOURTH: The certificate of amendment was authorized by: *(Check the appropriate box)*

☐ The vote of the board of directors followed by a vote of a majority of all outstanding shares entitled to vote thereon at a meeting of shareholders.

☒ The vote of the board of directors followed by the unanimous written consent of the holders of all outstanding shares.

X Timothy R. Kraft
(Signature)

Timothy R. Kraft
(Name of Signer)

Secretary
(Title of Signer)

TRADEMARK
REEL: 006844 FRAME: 0138

195

csc 45
Drawdown

CERTIFICATE OF AMENDMENT OF THE CERTIFICATE OF INCORPORATION OF

Atkins Nutritionals, Inc.

(Insert Current Name of Domestic Corporation)

Under Section 805 of the Business Corporation Law

Filer's Name and Mailing Address:

Timothy R. Kraft

Name:

Atkins Nutritionals, Inc.

Company, if Applicable:

1225 17th Street, Suite 1000

Mailing Address:

Denver, CO 80202

City, State and Zip Code:

STATE OF NEW YORK
DEPARTMENT OF STATE
FILED JAN -7 2020
TAX $
BY:

Cust Ref # 1225164 KKK

NOTES:

1. This form was prepared by the New York State Department of State to amend paragraph FIRST of a certificate of incorporation to change the name of a domestic corporation. You are not required to use this form. You may draft your own form or use forms available at legal stationery stores.
2. The name of the corporation and its date of incorporation provided on this certificate must exactly match the records of the Department of State. This information should be verified on the Department of State's website at www.dos.ny.gov.
3. The Department of State recommends that all documents be prepared under the guidance of an attorney.
4. **The certificate must be submitted with a $60 filing fee.**

For Office Use Only

FILED
2020 JAN -7 AM 8:49

RECEIVED
2020 JAN -7 AM 9:23

205

RECORDED: 01/23/2020

TRADEMARK
REEL: 006844 FRAME: 0139