

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM566686

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	ENTITY CONVERSION
<b>RESUBMIT DOCUMENT ID:</b>	900534525

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Heretic, LLC		08/15/2019	Corporation: CALIFORNIA

## RECEIVING PARTY DATA

<b>Name:</b>	Heretic Beauty Inc.
<b>Street Address:</b>	1330 Factory Place
<b>Internal Address:</b>	F105
<b>City:</b>	Los Angeles
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90013
<b>Entity Type:</b>	Corporation: DELAWARE

## PROPERTY NUMBERS Total: 22

Property Type	Number	Word Mark
Serial Number:	87863248	DIRTY LEMON
Serial Number:	88385071	PRETTY DIRTY
Serial Number:	88385082	TREE PORN
Serial Number:	88404806	DIRTY CITRUS
Serial Number:	88404817	DIRTY LIME
Serial Number:	88485307	DIRTY VIOLET
Serial Number:	88322836	DIRTY GRAPEFRUIT
Serial Number:	88322842	DIRTY VANILLA
Serial Number:	88385076	WAX PORN
Serial Number:	88322845	DIRTY GRASS
Serial Number:	88363721	DIRTY GRASSE
Serial Number:	88322852	MIDNIGHT TOKER
Serial Number:	88976478	CLEAN BEAUTY HAS NEVER BEEN SO DIRTY
Serial Number:	88240121	CLEAN BEAUTY HAS NEVER BEEN SO DIRTY
Serial Number:	88240303	DIRTY FIG
Serial Number:	88307754	FRUIT PORN
Registration Number:	5739392	DIRTY ROSE

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	5739393	DIRTY JASMINE
Registration Number:	5739394	DIRTY FIG
Registration Number:	5805838	POLTERGEIST
Registration Number:	5825911	DIRTY ROSE
Registration Number:	5924711	DIRTY MANGO

**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:** 917-656-7270  
**Email:** valerie@greenbergfirm.com  
**Correspondent Name:** Valerie Greenberg  
**Address Line 1:** 121 Brite Avenue  
**Address Line 4:** Scarsdale, NEW YORK 10583

<b>NAME OF SUBMITTER:</b>	Valerie Greenberg
<b>SIGNATURE:</b>	/Valerie Greenberg/
<b>DATE SIGNED:</b>	03/12/2020

**Total Attachments: 3**

source=DE Certificate of Conversion for Heretic, LLC copy#page1.tif  
source=Heretic Certificate of Conversion#page1.tif  
source=Heretic Certificate of Conversion#page2.tif

STATE OF DELAWARE  
CERTIFICATE OF CONVERSION  
FROM A LIMITED LIABILITY COMPANY TO A  
CORPORATION PURSUANT TO SECTION 265 OF  
THE DELAWARE GENERAL CORPORATION LAW

- 1.) The jurisdiction where the Limited Liability Company first formed is California.
  
- 2.) The jurisdiction immediately prior to filing this Certificate is California.
  
- 3.) The date the Limited Liability Company first formed is June 22, 2017.
  
- 4.) The name of the Limited Liability Company immediately prior to filing this Certificate is Heretic, LLC.
  
- 5.) The name of the Corporation as set forth in the Certificate of Incorporation is Heretic Beauty Inc.

IN WITNESS WHEREOF, the undersigned being duly authorized to sign on behalf of the converting Limited Liability Company have executed this Certificate on the 15th day of August, A.D. 2019.

By: \_\_\_\_\_

Name: Donald Douglas Little  
Print or Type

Title: Manager  
Print or Type



State of California  
Secretary of State

Certificate of Conversion

CONV-1A

File #

201717810243

FILED  
Secretary of State  
State of California

*Emph*

AUG 15 2019

*KNIK*

IMPORTANT — Read all instructions before completing this form.

This Space For Filing Use Only

Converted Entity Information

1. Name of Converted Entity  
Heretic Beauty Inc.

2. Form of Entity  
Corporation

3. Jurisdiction  
Delaware

4. Mailing Address of Chief Executive Office  
11717 Landale Street

City	State	Zip Code
Valley Village	CA	91607

5. Street Address of Chief Executive Office - Do not list a P.O. Box  
11717 Landale Street

City	State	Zip Code
Valley Village	CA	91607

6. Street Address of the California Office, if any - Do not list a P.O. Box

City	State	Zip Code
	CA	

7. If the converting entity is a California corporation, limited liability company, limited partnership or general partnership, you must designate an agent for service of process. Item 7a: 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 7b: If the agent is an individual, list the agent's business or residential street address. Item 7c: If the agent is an individual, list the mailing address of the converted entity's agent. Do not list an address if the agent is a California registered corporate agent as the address for service of process is already on file.

a. Name of Agent For Service of Process

Donald Douglas Little

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

11717 Landale Street

City	State	Zip Code
Valley Village	CA	91607

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

11717 Landale Street

City	State	Zip Code
Valley Village	CA	91607

Converting Entity Information

8. Name of Converting Entity  
Heretic, LLC

9. Form of Entity  
Limited liability company

10. Jurisdiction  
California

11. CA Secretary of State File Number, if any  
201717810243

12. 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.	AND	The percentage vote required of each class.
1,000 units		100%

Additional Information

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

14. I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct of my own knowledge. I declare I am the person who executed this instrument, which execution is my act and deed.

August 15, 2019

Date

Signature of Authorized Person

*Donald Douglas Little* Manager

Type or Print Name and Title of Authorized Person

Signature of Authorized Person

Type or Print Name and Title of Authorized Person



I hereby certify that the foregoing transcript of 1 page(s) is a full, true and correct copy of the original record in the custody of the California Secretary of State's office.

AUG 19 2019 *KMK*

Date: \_\_\_\_\_

*Alex Padilla*

ALEX PADILLA, Secretary of State

**TRADEMARK**

**REEL: 006889 FRAME: 0494**

**RECORDED: 02/07/2020**