

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM633094

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Heretic, LLC		08/15/2019	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Heretic Beauty Inc.		
Street Address:	1330 Factory Place		
Internal Address:	F105		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90013		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4890494	HERETIC	
Registration Number:	4890481	POLTERGEIST	
CORRESPONDENCE DATA			
Fax Number:			
<i>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.</i>			
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		
NAME OF SUBMITTER:	Valerie Greenberg		
SIGNATURE:	/Valerie Greenberg/		
DATE SIGNED:	03/19/2021		
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			

OP \$65.00 4890494

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

Valley Village

State

CA

Zip Code

91607

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

11717 Landale Street

City

Valley Village

State

CA

Zip Code

91607

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

City

State

CA

Zip Code

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

Valley Village

State

CA

Zip Code

91607

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

11717 Landale Street

City

Valley Village

State

CA

Zip Code

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

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: 007226 FRAME: 0687

RECORDED: 03/19/2021