

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM675750

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kendra Scott, LLC		09/02/2021	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Kendra Scott, LLC		
Street Address:	3800 North Lamar Boulevard		
Internal Address:	Suite 400		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78756		
Entity Type:	Limited Liability Company: TENNESSEE		
PROPERTY NUMBERS Total: 23			
Property Type	Number	Word Mark	
Serial Number:	87897858		
Serial Number:	87897889		
Serial Number:	87816454		
Serial Number:	86488304		
Serial Number:	86492825		
Serial Number:	90476481	OPTIMIST	
Serial Number:	90647357	WEAR IT LIKE A MOM	
Serial Number:	88899304		
Serial Number:	88641263		
Serial Number:	85615070		
Serial Number:	87036418		
Serial Number:	87332202		
Serial Number:	87736661		
Serial Number:	86485010		
Serial Number:	87856149	#STRIKEAMOOD	
Serial Number:	87324259	COLOR BAR	
Serial Number:	87218074		
Serial Number:	87796386		
TRADEMARK			

OP \$590.00 87897858

Property Type	Number	Word Mark
Serial Number:	88726280	
Serial Number:	86601462	
Serial Number:	86601470	
Serial Number:	88850737	
Serial Number:	85248716	COLOR BAR

CORRESPONDENCE DATA

Fax Number: 5123225201

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: 512-322-5200

Email: tmcentral@pirkeybarber.com

Correspondent Name: Sherri Eastley

Address Line 1: 1801 East 6th Street, Suite 300

Address Line 4: Austin, TEXAS 78702

NAME OF SUBMITTER:	Sherri L. Eastley
SIGNATURE:	/Sherri L. Eastley/
DATE SIGNED:	09/21/2021

Total Attachments: 6

source=2021-09-03 Kendra Scott, LLC - DE Certificate of Conversion - FILED[1]#page1.tif

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Delaware

The First State

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I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF "KENDRA SCOTT, LLC", FILED IN THIS OFFICE ON THE SECOND DAY OF SEPTEMBER, A.D. 2021, AT 1:35 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE THIRD DAY OF SEPTEMBER, A.D. 2021 AT 12:01 O'CLOCK A.M.



5778674 8100
SR# 20213153459

You may verify this certificate online at corp.delaware.gov/authver.shtml

A handwritten signature in black ink, appearing to read "JB", is written over a horizontal line. Below the line, the text "Jeffrey W. Bullock, Secretary of State" is printed in a small font.

Authentication: 204073920
Date: 09-02-21

TRADEMARK
REEL: 007427 FRAME: 0347

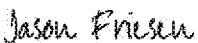
State of Delaware
Secretary of State
Division of Corporations
Delivered 01:35 PM 09/02/2021
FILED 01:35 PM 09/02/2021
SR 20213153459 - File Number 5778674

**CERTIFICATE OF CONVERSION
OF
KENDRA SCOTT, LLC**

Pursuant to Section 18-216 of the Delaware Limited Liability Company Act, Kendra Scott, LLC, a Delaware limited liability company (the "Company"), executes the following Certificate of Conversion.

1. The Company's original Certificate of Formation was filed on July 2, 2015.
2. The Company will be converted to a Tennessee limited liability company named "Kendra Scott, LLC."
3. The conversion was approved in accordance with Section 18-216 of the Delaware Limited Liability Company Act.
4. The Company may be served with process in the State of Delaware in any action, suit or proceeding for enforcement of any obligation of the Company arising while it was a limited liability company of the State of Delaware, and it irrevocably appoints the Secretary of State as its agent to accept service of process in any such action, suit or proceeding. The address to which a copy of the process shall be mailed is 3800 N. Lamar Blvd., Suite 400, Austin, Texas 78756.
5. The conversion shall be effective at 12:01 a.m. Eastern Time on September 3, 2021.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion of Kendra Scott, LLC this 2nd day of September, 2021.

DocuSigned by:

APE100A9A2AB43C
Jason Friesen
Authorized Person



Tre Hargett
Secretary of State

Division of Business Services
Department of State
State of Tennessee
312 Rosa L. Parks AVE, 6th FL
Nashville, TN 37243-1102

Kendra Scott, LLC
STE 400
3800 N LAMAR BLVD
AUSTIN, TX 78756-4019

September 9, 2021

Control # 806099

Effective Date: 09/03/2021

Document Receipt

Receipt #: 6611892

Filing Fee: \$320.00

Payment-Check/MO - CFS-1, NASHVILLE, TN

\$320.00

ACKNOWLEDGMENT OF CONVERSION

Kendra Scott, LLC converted from a **DELAWARE Limited Liability Company** to
Kendra Scott, LLC
a **TENNESSEE Limited Liability Company**

This will acknowledge the filing of the attached Articles of Conversion with an effective date as indicated above.

When corresponding with this office or submitting documents for filing, please refer to the control number given above.

Tre Hargett
Secretary of State

Processed By: Alex Maxfield

State of Tennessee



Department of State
Corporate Filings
312 Rosa L. Parks Ave.
6th Floor, William R. Snodgrass Tower
Nashville, TN 37243

CERTIFICATE OF CONVERSION
(Another Business Entity into LLC)

For Office Use Only

FILED

Pursuant to the provisions of §48-249-703 of the Tennessee Revised Limited Liability Company Act, the undersigned Limited Liability Company hereby submits this certificate of conversion:

1. The name of the domestic limited liability company as set forth in its articles of organization is:

Kendra Scott, LLC

2. The name of the converting other business entity immediately prior to the filing of the certificate of conversion is:

Kendra Scott, LLC

3. The jurisdiction in which the converting other business entity was formed is Delaware, its date of formation is July 2, 2015 (month/day/year), and its business type is a limited liability company.

4. All required approvals of the conversion have been obtained by the other business entity.

5. If the conversion is not to be effective upon the filing of the certificate of conversion and articles of organization, then the future effective date or time of the conversion to a domestic LLC is:

Date: September 3, 2021 Time 12:01am Eastern

September 2, 2021

Signature date

DocuSigned by:

Jason Friesen

Signature

Chief Financial Officer

Signer's capacity

Jason Friesen

Name (typed or printed)



ARTICLES OF ORGANIZATION LIMITED LIABILITY COMPANY (ss-4270)

Page 1 of 2



Business Services Division
Tre Hargett, Secretary of State
State of Tennessee
312 Rosa L. Parks AVE, 6th Fl.
Nashville, TN 37243-1102
(615) 741-2286

Filing Fee: \$50.00 per member
(minimum fee = \$300, maximum fee = \$3,000)

For Office Use Only

The Articles of Organization presented herein are adopted in accordance with the provisions of the Tennessee Revised Limited Liability Company Act.

1. The name of the Limited Liability Company is: Kendra Scott, LLC

(NOTE: Pursuant to the provisions of T.C.A. § 48-249-106, each Limited Liability Company name must contain the words "Limited Liability Company" or the abbreviation "LLC" or "L.L.C.")

2. Name Consent: (Written Consent for Use of Indistinguishable Name)

☐ This entity name already exists in Tennessee and has received name consent from the existing entity.

3. This company has the additional designation of: _____

4. The name and complete address of the Limited Liability Company's initial registered agent and office located in the state of Tennessee is:

Name: C T Corporation System

Address: 300 Montvue Road

City: Knoxville State: TN Zip Code: 37919-5546 County: Knox

5. Fiscal Year Close Month: January

6. If the document is not to be effective upon filing by the Secretary of State, the delayed effective date and time is: (Not to exceed 90 days)

Effective Date: 09 / 03 / 2021
Month Day Year

Time: 12:01am Eastern

7. The Limited Liability Company will be: ☒ Member Managed ☐ Manager Managed ☐ Director Managed

8. Number of Members at the date of filing: 1

9. Period of Duration: ☒ Perpetual ☐ Other _____
Month Day Year

10. The complete address of the Limited Liability Company's principal executive office is:

Address: 3800 N. Lamar Blvd., Suite 400

City: Austin State: TX Zip Code: 78756 County: Travis

Business Email: legal@kendrascott.com



ARTICLES OF ORGANIZATION LIMITED LIABILITY COMPANY (ss-4270)

Page 2 of 2



Business Services Division
Tre Hargett, Secretary of State
State of Tennessee
312 Rosa L. Parks AVE, 6th Fl.
Nashville, TN 37243-1102
(615) 741-2286

Filing Fee: \$50.00 per member
(minimum fee = \$300, maximum fee = \$3,000)

For Office Use Only

The name of the Limited Liability Company is: Kendra Scott, LLC

11. The complete mailing address of the entity (If different from the principal office) is:

Address: _____

City: _____ State: _____ Zip Code: _____

12. Non-Profit LLC (required only if the Additional Designation of "Non-Profit LLC" is entered in section 3.)

- ☐ I certify that this entity is a Non-Profit LLC whose sole member is a nonprofit corporation, foreign or domestic, incorporated under or subject to the provisions of the Tennessee Nonprofit Corporation Act and who is exempt from franchise and excise tax as not-for-profit as defined in T.C.A. § 67-4-2004. The business is disregarded as an entity for federal income tax purposes.

13. Professional LLC (required only if the Additional Designation of "Professional LLC" is entered in section 3.)

- ☐ I certify that this PLLC has one or more qualified persons as members and no disqualified persons as members or holders.

Licensed Profession: _____

14. Series LLC (required only if the Additional Designation of "Series LLC" is entered in section 3.)

- ☐ I certify that this entity meets the requirements of T.C.A. § 48-249-309(a) & (b)

15. Obligated Member Entity (list of obligated members and signatures must be attached)

- ☐ This entity will be registered as an Obligated Member Entity (OME) Effective Date: _____
Month Day Year

- ☐ I understand that by statute: THE EXECUTION AND FILING OF THIS DOCUMENT WILL CAUSE THE MEMBER(S) TO BE PERSONALLY LIABLE FOR THE DEBTS, OBLIGATIONS AND LIABILITIES OF THE LIMITED LIABILITY COMPANY TO THE SAME EXTENT AS A GENERAL PARTNER OF A GENERAL PARTNERSHIP. CONSULT AN ATTORNEY.

16. This entity is prohibited from doing business in Tennessee:

- ☐ This entity, while being formed under Tennessee law, is prohibited from engaging in business in Tennessee.

17. Other Provisions: _____

September 2, 2021

Signature Date

Organizer

Signer's Capacity (if other than individual capacity)

DocuSigned by:

Jason Friesen

Signature ID: 9A2AB43C...

Jason Friesen

Name (printed or typed)