

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM687513

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PINNACLE IP, LLC		05/26/2017	Limited Liability Company: UTAH
RECEIVING PARTY DATA			
Name:	PINNACLE IP, LLC		
Street Address:	12577 S. 265 W., Suite 3B		
City:	Draper		
State/Country:	UTAH		
Postal Code:	84020		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 23			
Property Type	Number	Word Mark	
Registration Number:	5073650	AK AKTION	
Registration Number:	4813817	AKTION	
Registration Number:	4414339	ALEXANDRIA COLLECTION	
Registration Number:	4413958	ALEXANDRIA COLLECTION	
Registration Number:	5072965	BC	
Registration Number:	3158021	BOSTON TRAVELER	
Registration Number:	4124586	BRINLEY CO.	
Registration Number:	3652460	BRUMBY	
Registration Number:	3670650	BRUMBY	
Registration Number:	4743329	COMPANIONS	
Registration Number:	4403418	DAXX	
Registration Number:	4124641	HAILEY JEANS CO.	
Registration Number:	5072962	JC	
Registration Number:	4693989	JC JOURNEE COLLECTION	
Registration Number:	3504377	JC JOURNEE COLLECTION	
Registration Number:	3501706	JC JOURNEE COLLECTION	
Registration Number:	5236469		
Registration Number:	4094640	OXFORD AND FINCH	
Registration Number:	4804901	TERRITORY	
TRADEMARK			

CH \$590.00 5073650

Property Type	Number	Word Mark
Registration Number:	4804962	TW TERRITORY
Registration Number:	5244809	VANCE SHOE CO.
Registration Number:	5244808	VANCE CO.
Registration Number:	5285917	WHERE WILL YOUR SHOES TAKE YOU?

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.

Email: trademarks@dechert.com

Correspondent Name: Dechert LLP

Address Line 1: 2929 Arch Street, Cira Centre

Address Line 4: Philadelphia, PENNSYLVANIA 19104-2808

ATTORNEY DOCKET NUMBER:	185308
NAME OF SUBMITTER:	Hilary Smoot
SIGNATURE:	/Hilary Smoot/
DATE SIGNED:	11/11/2021

Total Attachments: 5

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Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF AN UTAH LIMITED LIABILITY COMPANY UNDER THE NAME OF "PINNACLE IP, LLC" TO A DELAWARE LIMITED LIABILITY COMPANY, FILED IN THIS OFFICE ON THE TWENTY-SIXTH DAY OF MAY, A.D. 2017, AT 7:24 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

6423844 8100V
SR# 20213553487

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

Authentication: 204451627
Date: 10-19-21

TRADEMARK
REEL: 007492 FRAME: 0103

**CERTIFICATE OF CONVERSION
OF
PINNACLE IP, LLC**

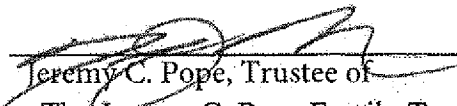
This Certificate of Conversion of PINNACLE IP, LLC (the "*Company*") is executed and filed by the undersigned to convert the Company from a Utah limited liability company to a Delaware limited liability company pursuant to Section 18-214 of the Delaware Limited Liability Company Act (the "*DLLCA*") and pursuant to Section 48-3a-1051 through 48-3a-1056 of the Utah Revised Uniform Limited Liability Company Act (the "*ULLCA*").

1. The date on which the Company was first created is August 23, 2011 and such Company was created in the State of Utah.
2. The jurisdiction of the Company immediately prior to the filing of this Certificate of Conversion is the State of Utah.
3. The name of the Company immediately prior to the filing of this Certificate of Conversion is PINNACLE IP, LLC and the Company is a Utah limited liability company.
4. The name of the limited liability company as set forth in its Certificate of Formation filed in accordance with Section 18-201 and Section 18-214(b)(2) of the DLLCA is PINNACLE IP, LLC.
5. The conversion effected hereby was approved in accordance with Section 18-214 of the DLLCA and Sections 48-3a-1051 through 48-3a-1056 of the ULLCA.

[Signature page follows]

IN WITNESS WHEREOF, the undersigned has caused this certificate to be executed as of the 26th day of May, 2017.

PINNACLE IP, LLC

By: 
Jeremy C. Pope, Trustee of
Name: The Jeremy C. Pope Family Trust

Title: Manager of Pinnacle IP, LLC


Delaware

The First State

Page 1

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 FORMATION OF "PINNACLE IP, LLC", FILED IN THIS OFFICE ON THE TWENTY-SIXTH DAY OF MAY, A.D. 2017, AT 7:24 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

6423844 8100
SR# 20213553487

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

Authentication: 204451628
Date: 10-19-21

TRADEMARK
REEL: 007492 FRAME: 0106


**CERTIFICATE OF FORMATION
OF
PINNACLE IP, LLC**

This Certificate of Formation of PINNACLE IP, LLC, (the "*Company*") is executed and filed by the undersigned, as authorized person, to form a limited liability company under the Delaware Limited Liability Company Act.

1. The name of the Company is PINNACLE IP, LLC.
2. The address of the registered office of the Company in the State of Delaware is Corporation Service Company, 2711 Centerville Road #400, Wilmington, New Castle County, Delaware 19808.
3. The name and address of the registered agent for service of process on the Company in the State of Delaware is Corporation Service Company, 2711 Centerville Road #400, Wilmington, New Castle County, Delaware 19808.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation this 26th day of May, 2017.

The Jeremy C. Pope Family Trust


Name: Jeremy Pope, Trustee
Manager of Pinnacle IP, LLC