

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM704888

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ENTITY CONVERSION		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
POPSUGAR INC.		01/05/2022	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	POPSUGAR LLC		
<b>Street Address:</b>	111 SUTTER STREET, 14TH FLOOR		
<b>City:</b>	SAN FRANCISCO		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94104		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 31</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5823673	#TWINNING	
<b>Registration Number:</b>	5333543	BEAUTY JUNKIE	
<b>Registration Number:</b>	5194049	CLASS FITSUGAR	
<b>Registration Number:</b>	5049114	EAT THE TREND	
<b>Registration Number:</b>	4805483	FIND YOUR HAPPY	
<b>Registration Number:</b>	5061895	GET THE DISH	
<b>Registration Number:</b>	5244219	GLOW BY POPSUGAR	
<b>Registration Number:</b>	5060484	KNOCK KNOCK WITH RACHEL ANTONOFF	
<b>Registration Number:</b>	5049913	POPDOCS	
<b>Registration Number:</b>	5515637	POPSUGAR	
<b>Registration Number:</b>	4759409	POPSUGAR	
<b>Registration Number:</b>	4517118	POPSUGAR	
<b>Registration Number:</b>	4853967	POPSUGAR	
<b>Registration Number:</b>	4747805	POPSUGAR	
<b>Registration Number:</b>	4844130	POPSUGAR	
<b>Registration Number:</b>	3334918	POPSUGAR	
<b>Registration Number:</b>	4767797	POPSUGAR	
<b>Registration Number:</b>	4759416	POPSUGAR	
<b>Registration Number:</b>	5615445	POPSUGAR	

OP \$790.00 5823673

Property Type	Number	Word Mark
Registration Number:	4759418	POPSUGAR
Registration Number:	4759410	POPSUGAR
Registration Number:	4759408	POPSUGAR
Registration Number:	4620572	POPSUGAR
Registration Number:	4925938	POPSUGAR MOMMY'S HELPER
Registration Number:	4434824	POPSUGAR MUST HAVE
Registration Number:	6010769	POPSUGAR PLAY/GROUND
Registration Number:	5201512	POWER YOUR HAPPY
Registration Number:	5301982	POWER YOUR HAPPY
Registration Number:	5528920	TRENDRANK
Registration Number:	5049113	WE SPY STYLE
Serial Number:	97229712	POPSUGAR

**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:** 7145401235

**Email:** IPDOCKET@LW.COM, KRISTIN.AZCONA@LW.COM

**Correspondent Name:** LATHAM & WATKINS LLP

**Address Line 1:** 650 TOWN CENTER DRIVE, 20TH FLOOR

**Address Line 4:** COSTA MESA, CALIFORNIA 92626

<b>ATTORNEY DOCKET NUMBER:</b>	067640-3
<b>NAME OF SUBMITTER:</b>	KRISTIN J AZCONA
<b>SIGNATURE:</b>	/KJA/
<b>DATE SIGNED:</b>	01/26/2022

**Total Attachments: 4**

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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 A DELAWARE CORPORATION UNDER THE NAME OF "POPSUGAR INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "POPSUGAR INC." TO "POPSUGAR LLC", FILED IN THIS OFFICE ON THE FIFTH DAY OF JANUARY, A.D. 2022, AT 6:42 O`CLOCK P.M.



  
Jeffrey W. Bullock, Secretary of State

4137621 8100V  
SR# 20220040541

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

Authentication: 202347949  
Date: 01-08-22

**TRADEMARK**  
**REEL: 007569 FRAME: 0916**

# 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 FORMATION OF "POPSUGAR LLC"  
FILED IN THIS OFFICE ON THE FIFTH DAY OF JANUARY, A.D. 2022,  
AT 6:42 O`CLOCK P.M.*



  
Jeffrey W. Bullock, Secretary of State

4137621 8100V  
SR# 20220040541

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

Authentication: 202347949  
Date: 01-08-22

**TRADEMARK**  
**REEL: 007569 FRAME: 0917**

STATE OF DELAWARE  
CERTIFICATE OF CONVERSION  
FROM A CORPORATION TO A  
LIMITED LIABILITY COMPANY PURSUANT TO  
SECTION 18-214 OF THE LIMITED LIABILITY  
COMPANY ACT

- 1.) The jurisdiction where the Corporation first formed is Delaware.
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware.
- 3.) The date the corporation first formed is April 05, 2006.
- 4.) The name of the Corporation immediately prior to filing this Certificate is  
POPSUGAR Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of  
Formation is POPSUGAR LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the  
5th day of January, A.D. 2022.

By: /s/ Dave Ugelow  
Authorized Person

Name: Dave Ugelow  
Print or Type

STATE OF DELAWARE  
CERTIFICATE OF FORMATION  
OF LIMITED LIABILITY COMPANY

The undersigned authorized person, desiring to form a limited liability company pursuant to the Limited Liability Company Act of the State of Delaware, hereby certifies as follows:

1. The name of the limited liability company is POPSUGAR LLC  
\_\_\_\_\_

2. The Registered Office of the limited liability company in the State of Delaware is located at 874 Walker Road, Suite C (street), in the City of Dover, Zip Code 19004. The name of the Registered Agent at such address upon whom process against this limited liability company may be served is United Corporate Services, Inc.  
\_\_\_\_\_

By: /s/ Dave Ugelow  
Authorized Person

Name: Dave Ugelow  
Print or Type