

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM857619

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bear Naked, Inc.		09/14/2023	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Bear Naked, LLC		
Street Address:	One Kellogg Square		
City:	Battle Creek		
State/Country:	MICHIGAN		
Postal Code:	49016		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	4762269	BEAR NAKED	
Serial Number:	98012368	BEAR NAKED	
Registration Number:	5695817	BEAR NAKED	
Registration Number:	2800495	BEAR NAKED	
Registration Number:	5829490	FEED WHAT'S AHEAD	
Serial Number:	98091408	FEED YOUR BEAR	
CORRESPONDENCE DATA			
Fax Number:	7344184289		
<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:	7344184288		
Email:	trademark@honigman.com		
Correspondent Name:	Julie E. Reitz		
Address Line 1:	39400 Woodward Avenue, Suite 101		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304		
ATTORNEY DOCKET NUMBER:	200907-537842		
NAME OF SUBMITTER:	Julie E. Reitz		
SIGNATURE:	/Julie E. Reitz/		
DATE SIGNED:	12/01/2023		

CH \$165.00 4762269

Total Attachments: 3

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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 THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "BEAR NAKED, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "BEAR NAKED, INC." TO "BEAR NAKED LLC", FILED IN THIS OFFICE ON THE FOURTEENTH DAY OF SEPTEMBER, A.D. 2023, AT 12:58 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

4424584 8100V
SR# 20233492826

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

Authentication: 204163714
Date: 09-14-23

TRADEMARK
REEL: 008275 FRAME: 0389

State of Delaware
Secretary of State
Division of Corporations
Delivered 12:58 PM 09/14/2023
FILED 12:58 PM 09/14/2023
SR 20233492826 - File Number 4424584

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A
LIMITED LIABILITY COMPANY

PURSUANT TO SECTION 18-214 OF THE LIMITED LIABILITY ACT
OF
BEAR NAKED, INC.

1. The jurisdiction where Bear Naked, Inc. (the "Corporation") was first formed is the State of Delaware.
2. The jurisdiction of the Corporation immediately prior to filing this Certificate of Conversion is the State of Delaware.
3. The date the Corporation was first formed is September 18, 2007.
4. The name of the Corporation immediately prior to filing this Certificate of Conversion is Bear Naked, Inc.
5. The name of the Limited Liability Company as set forth in the Certificate of Formation is Bear Naked LLC.

* * * * *

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion on the 14th day of September, 2023.

BEAR NAKED, INC.,
a Delaware corporation

By: DocuSigned by:
Gordon Paulson

Gordon Paulson
Vice President & Secretary