

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		CHANGE OF NAME	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Brand 2 LLC		08/11/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Jay Strongwater LLC		
Street Address:	3260 State Route 90		
City:	Aurora		
State/Country:	NEW YORK		
Postal Code:	13026		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3400531	JAY STRONGWATER	
Registration Number:	2393667	JAY STRONGWATER	
Registration Number:	1669374	JAY STRONGWATER	
CORRESPONDENCE DATA			
Fax Number:	(866)947-1121		
Phone:	585-263-1065		
Email:	kwalsh@nixonpeabody.com		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Correspondent Name:	Kristen M. Walsh, Nixon Peabody LLP		
Address Line 1:	1300 Clinton Square		
Address Line 4:	Rochester, NEW YORK 14604		
ATTORNEY DOCKET NUMBER:	048958-000011		
NAME OF SUBMITTER:	Kristen M. Walsh		

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Signature:	/kristenmwash/
Date:	09/15/2011
Total Attachments: 2 source=Name_Change_Documentation_Jay_Strongwater#page1.tif source=Name_Change_Documentation_Jay_Strongwater#page2.tif	

Delaware

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The First State

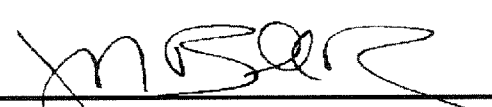
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "BRAND 2 LLC", CHANGING ITS NAME FROM "BRAND 2 LLC" TO "JAY STRONGWATER LLC", FILED IN THIS OFFICE ON THE ELEVENTH DAY OF AUGUST, A.D. 2011, AT 5:11 O'CLOCK P.M.

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8966490

DATE: 08-12-11

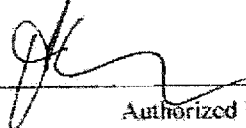
TRADEMARK
REEL: 004623 FRAME: 0431

**STATE OF DELAWARE
CERTIFICATE OF AMENDMENT**

1. Name of Limited Liability Company: BRAND 2 LLC

2. The Certificate of Formation of the limited liability company is hereby amended as follows: FIRST: the name of the limited liability company (hereinafter called the "limited liability company") is: Jay Strongwater LLC

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 11 day of August, A.D. 2011.

By:  _____
Authorized Person(s)

Name: Howard Cohen, Chief Financial Officer
Print or Type