

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	05/23/2012		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	INTOTHEGLOSS.COM, LLC		05/23/2012
			LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	INTO THE GLOSS, INC.		
Street Address:	77 Bleeker Street		
Internal Address:	Suite 1006		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10012		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
	Property Type	Number	Word Mark
	Serial Number:	85529175	INTO THE GLOSS
	Registration Number:	4048238	INTO THE GLOSS
	Serial Number:	85529351	ITG
	Registration Number:	4048386	THE TOP SHELF
CORRESPONDENCE DATA			
Fax Number:	2123553333		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	212-813-8800		
Email:	NY-TM-Admin@goodwinprocter.com		
Correspondent Name:	GOODWIN PROCTER LLP/Janis Nici		
Address Line 1:	620 Eighth Avenue		
Address Line 2:	rm. 2928		

OP \$115.00 85529175

Address Line 4: New York, NEW YORK 10018

ATTORNEY DOCKET NUMBER: 128513216197

NAME OF SUBMITTER: Janis Nici

Signature: /janis nici/

Date: 06/05/2012

Total Attachments: 3
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Delaware

PAGE 1

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 MERGER, WHICH MERGES:

"INTOTHEGLOSS.COM, LLC", A NEW YORK LIMITED LIABILITY COMPANY,

WITH AND INTO "INTO THE GLOSS, INC." UNDER THE NAME OF "INTO THE GLOSS, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE TWENTY-THIRD DAY OF MAY, A.D. 2012, AT 1:31 O'CLOCK P.M.


A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

5152082 8100M

120616577



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


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9592663

DATE: 05-23-12

TRADEMARK
REEL: 004795 FRAME: 0424

CERTIFICATE OF MERGER

OF

INTOTHEGLOSS.COM, LLC
a New York limited liability company

WITH AND INTO

INTO THE GLOSS, INC.
a Delaware corporation

Pursuant to Title 8, Section 264(c) of the Delaware General Corporation Law, the undersigned corporation executed the following Certificate of Merger:

FIRST: The name of the surviving corporation is Into The Gloss, Inc., a Delaware Corporation, and the name of the limited liability company being merged into this surviving corporation is IntoTheGloss.com, LLC, a New York limited liability company.

SECOND: The Plan and Agreement of Merger, dated as of May 23, 2012 (the "Merger Agreement"), by and between Into The Gloss, Inc. and IntoTheGloss.com, LLC has been approved, adopted, certified, executed and acknowledged by the surviving corporation and the merging limited liability company.

THIRD: The name of the surviving corporation is Into The Gloss, Inc.

FOURTH: The merger is to become effective at such time as of this Certificate of Merger has been filed with the Secretary of State of the State of Delaware.

FIFTH: The Merger Agreement is on file at 77 Bleecker Street, Suite 1006, New York, New York 10012, the place of business of the surviving corporation.

SIXTH: A copy of the Merger Agreement will be furnished by the surviving corporation on request, without cost, to any stockholder of any constituent corporation or member of any constituent limited liability company.

SEVENTH: The Certificate of Incorporation of the surviving corporation shall be its Certificate of Incorporation.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, the undersigned has caused this certificate to be executed
as of the 23rd day of May, 2012.

INTO THE GLOSS, INC.

By: /s/Emily Weiss
Name: Emily Weiss
Title: President