

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Certificate of Conversion		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Journelle, Inc.		12/26/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Journelle, LLC		
Street Address:	159 West 25th Street, 4th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3544717	JOURNELLE	
Registration Number:	3544718	JOURNELLE	
CORRESPONDENCE DATA			
Fax Number:	8602758299		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	860-275-8285		
Email:	jscheib@rc.com		
Correspondent Name:	Jacqueline P. Scheib		
Address Line 1:	280 Trumbull Street		
Address Line 2:	Robinson & Cole LLP		
Address Line 4:	Hartford, CONNECTICUT 06103		
NAME OF SUBMITTER:	Jacqueline P. Scheib		
Signature:	/Jacqueline P. Scheib/		
Date:	12/17/2013		

TRADEMARK

Total Attachments: 5

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Delaware

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The First State

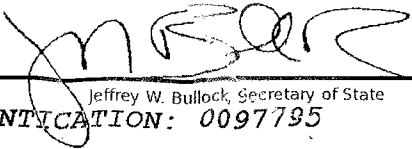
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "JOURNELLE, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "JOURNELLE, INC." TO "JOURNELLE, LLC", FILED IN THIS OFFICE ON THE TWENTY-SIXTH DAY OF DECEMBER, A.D. 2012, AT 12:18 O'CLOCK P.M.

4243242 8100V

121388272

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 0097795

DATE: 12-26-12

TRADEMARK
REEL: 005174 FRAME: 0835

STATE OF DELAWARE
CERTIFICATE OF CONVERSION

of

Journelle, Inc.

(a Delaware corporation)

to

Journelle, LLC

(a Delaware limited liability company)

This Certificate of Conversion to Limited Liability Company is being duly executed and filed by an authorized person, to convert Journelle, Inc., a Delaware corporation (the "Corporation"), to a Delaware limited liability company, under Section 18-214 of the Delaware Limited Liability Company Act (the "Act").

- (1) The jurisdiction where the Corporation was first formed is Delaware.
- (2) The jurisdiction of the Corporation immediately prior to filing this Certificate is Delaware.
- (3) The Corporation was originally formed as a Delaware limited liability company on October 30, 2006 as Quotidienne LLC, thereafter converting to a Delaware corporation and filing the certificate of incorporation in the name of Quotidienne, Inc. on November 13, 2007, and thereafter changing its name to Journelle, Inc. on April 30, 2009.
- (4) The name of the Corporation immediately prior to filing this Certificate was Journelle, Inc.
- (5) In accordance with Section 266(b) of the General Corporation Law of the State of Delaware (the "DGCL"), the Board of Directors (the "Board") and the stockholders of the Corporation by a written consent of the Board in accordance with the provisions of Section 141(f) of the DGCL and written consent of the stockholders of the Corporation in accordance with Section 228 of the DGCL, adopted a resolution approving the conversion of the Corporation into a Delaware limited liability company.
- (6) The name of the Limited Liability Company as set forth in the Certificate of Formation is Journelle, LLC.
- (7) The conversion shall be effective upon the acceptance of the filing of this Certificate of Conversion by the Secretary of State of the State of Delaware.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion
on this 26th day of December 2012.

JOURNELLE, INC.

By: /s/ Claire Chambers
Claire Chambers
Authorized Person

Delaware

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The First State


I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION "JOURNELLE, INC." TO A DELAWARE LIMITED LIABILITY COMPANY OF "JOURNELLE, LLC", WAS FILED IN THIS OFFICE ON THE TWENTY-SIXTH DAY OF DECEMBER, A.D. 2012, AT 12:18 O'CLOCK P.M.

4243242 8317

121388272

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 0097796

DATE: 12-26-12

TRADEMARK
REEL: 005174 FRAME: 0838

State of Delaware
Secretary of State
Division of Corporations
Delivered 12:18 PM 12/26/2012
FILED 12:18 PM 12/26/2012
SRV 121388272 - 4243242 FILE

CERTIFICATE OF FORMATION

OF

JOURNELLE, LLC

1. The name of the limited liability company is Journelle, LLC (the "Company").
2. The address of the registered office of the Company in the State of Delaware is Corporation Trust Center, 1209 Orange Street, in the City of Wilmington, County of New Castle, Zip Code 19801. The name of its registered agent at such address is The Corporation Trust Company.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation of Journelle, LLC this 26th day of December 2012.

By: /s/ Claire Chambers
Claire Chambers
Authorized Person