

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM451548

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Finally For Me, LLC		07/28/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	11 Honore, Inc.		
Street Address:	8215 Melrose Avenue		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90046		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87462393	11 HONORÉ	
CORRESPONDENCE DATA			
Fax Number:	3102283953		
<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:	310-228-3700		
Email:	rwalsh@smrh.com		
Correspondent Name:	Paul A. Bost, Esq.		
Address Line 1:	1901 Avenue of the Stars, Suite 1600		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	57XT-260989-001		
NAME OF SUBMITTER:	Paul A. Bost		
SIGNATURE:	/Paul A. Bost/		
DATE SIGNED:	11/20/2017		
Total Attachments: 8			
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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 LIMITED LIABILITY COMPANY UNDER THE NAME OF "FINALLY FOR ME, LLC" TO A DELAWARE CORPORATION, CHANGING ITS NAME FROM "FINALLY FOR ME, LLC" TO "11 HONORE, INC.", FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF JULY, A.D. 2017, AT 11:18 O`CLOCK A.M.

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




Jeffrey W. Bullock, Secretary of State

6290752 8100V
SR# 20175463269

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

Authentication: 202967057
Date: 07-28-17

TRADEMARK
REEL: 006209 FRAME: 0618

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A LIMITED LIABILITY COMPANY TO
A DELAWARE CORPORATION
(Pursuant to Section 265 of the Delaware General Corporate Law)

1. The jurisdiction where the Limited Liability Company first formed is the State of Delaware.
2. The jurisdiction immediately prior to filing this Certificate is the State of Delaware.
3. The date the Limited Liability Company first formed is January 20, 2017.
4. The name of the Limited Liability Company immediately prior to filing this Certificate is Finally for Me, LLC.
5. The name of the Corporation as set forth in the Certificate of Incorporation is 11 Honore, Inc.

[Remainder of Page Left Intentionally Blank]

IN WITNESS WHEREOF, the undersigned, being duly authorized to sign on behalf of the converting Limited Liability Company, has executed this Certificate on the 28th day of July, 2017.

AUTHORIZED PERSON:

/s/ Patrick Herning
Patrick Herning

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 INCORPORATION OF "11 HONORE, INC." FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF JULY, A.D. 2017, AT 11:18 O`CLOCK A.M.

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




Jeffrey W. Bullock, Secretary of State

6290752 8100V
SR# 20175463269

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Authentication: 202967057
Date: 07-28-17

TRADEMARK
REEL: 006209 FRAME: 0621

**CERTIFICATE OF INCORPORATION
OF
11 HONORE, INC.**

ARTICLE I

The name of the corporation is 11 Honore, Inc.

ARTICLE II

The address of the corporation's registered office in the State of Delaware is 1209 Orange Street, in the City of Wilmington, County of New Castle, Delaware 19801. The name of its registered agent at such address is The Corporation Trust Company.

ARTICLE III

The purpose of the corporation is to engage in any lawful act or activity for which corporations may be organized under the General Corporation Law of Delaware, as the same exists or may hereafter be amended (the "*DGCL*").

ARTICLE IV

The corporation is authorized to issue one class of stock to be designated "*Common Stock*." The total number of shares of Common Stock that the corporation is authorized to issue is 15,000,000, with a par value of \$0.00001 per share.

ARTICLE V

The business and affairs of the corporation shall be managed by or under the direction of the board of directors. In furtherance, and not in limitation, of the powers conferred by statute, the board of directors is expressly authorized to make, repeal, alter, amend and rescind any or all of the bylaws of the corporation. The number of directors of the corporation shall be determined in the manner set forth in the bylaws of the corporation. Elections of directors need not be by written ballot unless the bylaws of the corporation shall so provide.

ARTICLE VI

To the fullest extent permitted by law, a director of the corporation shall not be personally liable to the corporation or its stockholders for monetary damages for breach of fiduciary duty as a director. If the DGCL or any other law of the State of Delaware is amended after approval by the stockholders of this Article VI to authorize corporate action further eliminating or limiting the personal liability of directors, then the liability of a director of the corporation shall be eliminated or limited to the fullest extent permitted by the DGCL as so amended.

Any repeal or modification of the foregoing provisions of this Article VI by the stockholders of the corporation shall not adversely affect any right or protection of a director of

the corporation existing at the time of, or increase the liability of any director of the corporation with respect to any acts or omissions of such director occurring prior to, such repeal or modification.

ARTICLE VII

To the fullest extent permitted by applicable law, the corporation is authorized to provide indemnification of (and advancement of expenses to) directors, officers and agents of the corporation (and any other persons to which the DGCL permits the corporation to provide indemnification) through bylaw provisions, agreements with such agents or other persons, vote of stockholders or disinterested directors or otherwise, in excess of the indemnification and advancement otherwise permitted by Section 145 of the DGCL.

Any amendment, repeal or modification of the foregoing provisions of this Article VII shall not adversely affect any right or protection of any director, officer or other agent of the corporation existing at the time of such amendment, repeal or modification.

ARTICLE VIII

Unless the corporation consents in writing to the selection of an alternative forum, the Court of Chancery in the State of Delaware shall be the sole and exclusive forum for (i) any derivative action or proceeding brought on behalf of the corporation; (ii) any action asserting a claim of breach of fiduciary duty owed by any director, officer or other employee of the corporation to the corporation or the corporation's stockholders; (iii) any action asserting a claim arising pursuant to any provision of the DGCL or this Certificate of Incorporation or the bylaws of the corporation; or (iv) any action asserting a claim governed by the internal affairs doctrine.

ARTICLE IX

Each holder of an outstanding share of Common Stock shall be deemed to have consented, for purposes of Section 500 of the General Corporation Law of California (the "*CGCL*") (or for purposes of former Sections 502 and 503 of the *CGCL*, and any successor provisions thereto), to distributions made by the corporation in connection with the repurchase of shares of Common Stock issued to or held by directors, employees or consultants (i) upon termination of their employment or services; (ii) in connection with other repurchases from employees at the then deemed fair market value of the Common Stock, if approved by the board of directors; or (iii) in connection with the exercise by the corporation of contractual rights of first refusal or first offer pursuant to agreements providing for a right of repurchase between the corporation and such persons; provided, that the terms of such repurchase shall have been approved by the board of directors, and agrees that any such distributions can be made without regard to the "preferential rights amount" or "preferential rights" or "preferential dividends arrears amount" referenced in Section 500(b) of the *CGCL*.

ARTICLE X

Except as otherwise provided in this Certificate of Incorporation, the corporation reserves the right to amend, alter, change or repeal any provision contained in this Certificate of Incorporation, in the manner now or hereafter prescribed by statute, and to add or insert other

provisions authorized by the laws of the State of Delaware at the time in force, in the manner now or hereafter prescribed by law, and all rights, preferences and privileges of whatsoever nature conferred upon stockholders, directors or any other persons whomsoever by and pursuant to this Certificate of Incorporation in its present form or as hereafter amended are granted subject to the rights reserved in this Article X.

ARTICLE XI

The name and mailing address of the incorporator are as follows:

Stephanie Zeppa
Sheppard Mullin Richter and Hampton LLP
Four Embarcadero Center, Seventeenth Floor
San Francisco, CA 94111

[Remainder of Page Intentionally Left Blank]

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Incorporation on this 28th day of July, 2017.

/s/ Stephanie Zeppa
Stephanie Zeppa, Incorporator