

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM458367

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sportsmen, Inc.		12/21/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Sportsmen, LLC		
Street Address:	8100 Nations Way		
City:	Jacksonville		
State/Country:	FLORIDA		
Postal Code:	32256		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5135665	SM SPORTSMEMORABILIA.COM	
Serial Number:	87468331	HM HOLLYWOOD MEMORABILIA.COM	
CORRESPONDENCE DATA			
Fax Number:	2027393000		
<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:	202.739.3001		
Email:	jennifer.evans@morganlewis.com		
Correspondent Name:	Morgan, Lewis & Bockius LLP		
Address Line 1:	1111 Pennsylvania Avenue, NW		
Address Line 4:	Washington, D.C. 20004		
ATTORNEY DOCKET NUMBER:	011558-0066		
NAME OF SUBMITTER:	Jennifer C. Evans		
SIGNATURE:	/jce/		
DATE SIGNED:	01/17/2018		
Total Attachments: 6			
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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 CORPORATION UNDER THE NAME OF "SPORTSMEM, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "SPORTSMEM, INC." TO "SPORTSMEM, LLC", FILED IN THIS OFFICE ON THE TWENTY-FIRST DAY OF DECEMBER, A.D. 2017, AT 1:50 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

5383875 8100V
SR# 20177720100

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

Authentication: 203811047
Date: 12-21-17

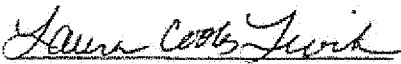
TRADEMARK
REEL: 006251 FRAME: 0113

**STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A CORPORATION TO
A LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY COMPANY ACT**

1. The jurisdiction where the Corporation 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 Corporation first formed is August 15, 2013.
4. The name of the Corporation immediately prior to filing this Certificate is SportsMem, Inc.
5. The name of the Limited Liability Company as set forth in the Certificate of Formation is SportsMem, LLC.

[Signature Page Follows]

IN WITNESS WHEREOF, the undersigned has executed this Certificate on the 21st day of December, 2017.

By: 
Name: Lauren Cooks Levitan
Title: Treasurer and Chief Financial Officer

[Signature Page to Certificate of Conversion]

TRADEMARK
REEL: 006251 FRAME: 0115

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 FORMATION OF "SPORTSMEM, LLC" FILED IN THIS OFFICE ON THE TWENTY-FIRST DAY OF DECEMBER, A.D. 2017, AT 1:50 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

5383875 8100V
SR# 20177720100

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

Authentication: 203811047
Date: 12-21-17

TRADEMARK
REEL: 006251 FRAME: 0116

CERTIFICATE OF FORMATION

OF

SPORTSMEM, LLC

This Certificate of Formation of SportsMem, LLC (the "Company") is being executed by the undersigned for the purpose of forming a limited liability company pursuant to the Delaware Limited Liability Company Act.

FIRST: The name of the Company is SportsMem, LLC.

SECOND: The address of the registered office of the Company in Delaware is 251 Little Falls Drive, in the City of Wilmington, County of New Castle, 19808 and its registered agent at such address is Corporation Service Company.

[Signature Page Follows]

IN WITNESS WHEREOF, the undersigned, being the individual forming the Company, has executed, signed and acknowledged this Certificate of Formation this 21st day of December, 2017.

By: *Lauren Cooks Levitan*
Name: Lauren Cooks Levitan
Title: Authorized Person

[Signature Page to Certificate of Formation]