

Form PTO-1594 (Rev. 12-11)  
OMB Collection 0651-0027 (exp. 04/30/2015)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

StyleMark, Inc.

- Individual(s)
- Partnership
- Corporation- State: FLORIDA
- Other
- Association
- Limited Partnership

Citizenship (see guidelines)

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance/Execution Date(s) :**

Execution Date(s) DECEMBER 8, 2011

- Assignment
- Security Agreement
- Other CERTIFICATE OF CONVERSION
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: StyleMark, LLC

Street Address: 2 SUNSHINE BLVD.

City: ORMOND BEACH

State: FLORIDA

Country: USA Zip: 32174

- Individual(s) Citizenship
- Association Citizenship
- Partnership Citizenship
- Limited Partnership Citizenship
- Corporation Citizenship
- Other LLC Citizenship FLORIDA

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s) Text

B. Trademark Registration No.(s)

SEE ATTACHED REGISTRATIONS CHART

Additional sheets attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**

SEE ATTACHED REGISTRATIONS CHART

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: KAY LYN SCHWARTZ

Internal Address: 3000 THANKSGIVING TOWER

Street Address: 1601 ELM STREET

City: DALLAS

State: TEXAS Zip: 75201-4761

Phone Number: 214-999-4702

Docket Number: 137807-3000, ET AL

Email Address: IP@GARDERE.COM

**6. Total number of applications and registrations involved:**

42

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 1065.00**

- Authorized to be charged to deposit account
- Enclosed

**8. Payment information:**

Deposit Account Number 07-0153

Authorized User Name KAY LYN SCHWARTZ

**9. Signature:**

*Kay Lyn Schwartz*  
Signature

9-12-12  
Date




KAY LYN SCHWARTZ

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 8

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1460, Alexandria, VA 22313-1460

**StyleMark, LLC**  
Trademark Registrations

Title	Registration No.	Our File No.
	4018285	137807-3000
	4014828	137807-3001
	2248788	137807-3002
ANGLER EYES	1633776	137807-3003
BELLA VIDA	3823136	137807-3004
BELLA VITA	3853597	137807-3005
CAPO	1881303	137807-3007
CONTOUR	2981839	137807-3008
CRYSTAL VISION	1501087	137807-3010
DESIGNER ELEMENTS	4165886	137807-3013
DV8	2073541	137807-3015
EXOS	1826228	137807-3016
EXTREME OPTIKS	1941542	137807-3017
FASHION ESSENTIALS	3703311	137807-3020
FUNDAMENTALS	2735008	137807-3021
HOT SPECS	1414834	137807-3022
HYPERSION	3517225	137807-3023
INSIGHTS	1956885	137807-3024
JESSICA MARK NEW YORK	3706897	137807-3025
KENNETH BLACK BEVERLY HILLS	3773206	137807-3027
LE CLIP BY RIVIERA	1311184	137807-3028
POLAR VISION	2450147	137807-3031
QUICKCLEAN	3952110	137807-3032
RIVIERA	2504806	137807-3033

Title	Registration No.	Our File No.
RIVIERA	657116	137807-3034
RIVIERA	641457	137807-3035
RIVIERA CLASSIX	1906385	137807-3036
RIVIERA OPTIX	1946018	137807-3037
S2	3486347	137807-3038
SOLAR TECH	1360288	137807-3040
STYLE EQUIPMENT	3178601	137807-3044
STYLEMARK	3148671	137807-3045
STYLESCIENCE	3071414	137807-3047
STYLESCIENCE ADRENALINE	4007898	137807-3048
STYLESCIENCE BEAUTY LAB	3819184	137807-3049
STYLESCIENCE BEAUTY SOLUTIONS	3815565	137807-3050
STYLESCIENCE EARTH FIRST	3428438	137807-3052
STYLESCIENCE F.A.S.T.	3169648	137807-3053
STYLESCIENCE SUNSCAN	3542002	137807-3057
STYLESCIENCE TIMBER RIDGE EXPEDITION CO	3346058	137807-3059
YOUNG WORLD	1238231	137807-3062
CARIBBEAN TRADERS	2365153	137807-3077

STYLEMARK

Dec 8 2011 16:46

FILED  
 SECRETARY OF STATE  
 DIVISION OF CORPORATIONS  
 11 DEC -9 PM 2:28

Certificate of Conversion  
 For  
"Other Business Entity"  
 Into

Florida Limited Liability Company

This Certificate of Conversion and attached Articles of Organization are submitted to convert the following "Other Business Entity" into a Florida Limited Liability Company in accordance with s.608.439, Florida Statutes.

1. The name of the "Other Business Entity" immediately prior to the filing of this Certificate of Conversion is:

456449  
 StyleMark, Inc.

(Enter Name of Other Business Entity)

2. The "Other Business Entity" is a corporation  
 (Enter entity type. Example: corporation, limited partnership,  
 general partnership, common law or business trust, etc.)

first organized, formed or incorporated under the laws of Florida  
 (Enter state, or if a non-U.S. entity, the name of the country)

on 07/05/1974  
 (Enter date "Other Business Entity" was first organized, formed or incorporated)

3. If the jurisdiction of the "Other Business Entity" was changed, the state or country under the laws of which it is now organized, formed or incorporated:

4. The name of the Florida Limited Liability Company as set forth in the attached Articles of Organization:

StyleMark, LLC

(Enter Name of Florida Limited Liability Company)

5. If not effective on the date of filing, enter the effective date:  
 (The effective date: 1) cannot be prior to nor more than 90 days after the date this document is filed by the Florida Department of State; AND 2) must be the same as the effective date listed in the attached Articles of Organization, if an effective date is listed therein.)

6. The conversion is permitted by the applicable law(s) governing the other business entity and the conversion complies with such law(s) and the requirements of s.608.439, F.S., in effecting the conversion.

7. The "Other Business Entity" currently exists on the official records of the jurisdiction under which it is currently organized, formed or incorporated.

STYLEMARK

Dec 9 2011 16:46

P014/021

Signed this 8th day of December 2011

Signature of Member or Authorized Representative of Limited Liability Company:

Individual signing affirms that the facts stated in this document are true. Any false information constitutes a third degree felony as provided for in s.817.155, F.S.

Signature of Member or Authorized Representative:

Printed Name: Mark A. Asick

Title: Authorized Representative

Signature(s) on behalf of Other Business Entity: Individual(s) signing affirm(s) that the facts stated in this document are true. Any false information constitutes a third degree felony as provided for in s.817.155, F.S. [See below for required signature(s).]

Signature:

Printed Name: Mark A. Asick

Title: President

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

If Florida Corporation:

Signature of Chairman, Vice Chairman, Director, or Officer.

If Directors or Officers have not been selected, an incorporator must sign.

If Florida General Partnership or Limited Liability Partnership:

Signature of one General Partner.

If Florida Limited Partnership or Limited Liability Limited Partnership:

Signatures of ALL General Partners.

All others:

Signature of an authorized person.

Fees:

Certificate of Conversion:	\$25.00
Fees for Florida Articles of Organization:	\$125.00
Certified Copy:	\$30.00 (Optional)
Certificate of Status:	\$5.00 (Optional)

STYLEMARK

Dec 9 2011 18:46

PD15/021

**ARTICLES OF ORGANIZATION FOR FLORIDA LIMITED LIABILITY COMPANY**

FILED STATE  
SECRETARY OF CORPORATIONS  
DIVISION OF CORPORATIONS  
11 DEC -9 PM 2:28

**ARTICLE I - Name:**

The name of the Limited Liability Company is:

StyleMark, LLC

(Must end with the words "Limited Liability Company, the abbreviation "L.L.C.," or the designation "(LLC).")

**ARTICLE II - Address:**

The mailing address and street address of the principal office of the Limited Liability Company is:

**Principal Office Address:**

**Mailing Address:**

2 Sunshine Blvd.

Ormond Beach, FL 32174

2 Sunshine Blvd.

Ormond Beach, FL 32174

**ARTICLE III - Registered Agent, Registered Office, & Registered Agent's Signature:**

(The Limited Liability Company cannot serve as its own Registered Agent. You must designate an individual or another business entity with an active Florida registration.)

The name and the Florida street address of the registered agent are:

Mark A. Asolk

Name

2 Sunshine Blvd.

Florida street address (P.O. Box **NOT** acceptable)

Ormond Beach, FL 32174

City, State, and Zip

*Having been named as registered agent and to accept service of process for the above stated limited liability company at the place designated in this certificate, I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relating to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent as provided for in Chapter 606, F.S.*

  
Registered Agent's Signature (REQUIRED)

(CONTINUED)

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**ARTICLE IV- Manager(s) or Managing Member(s):**

The name and address of each Manager or Managing Member is as follows:

Title:

Name and Address:

"MGR" = Manager

"MORM" = Managing Member

MGR	Mark A. Asolk 2 Sunshine Blvd. Ormond Beach, FL 32174
MGR	Warren A. Stephens 2 Sunshine Blvd. Ormond Beach, FL 32174
MGR	Richard W. Blask, Jr. 2 Sunshine Blvd. Ormond Beach, FL 32174
MGR	Noel Strauss 2 Sunshine Blvd. Ormond Beach, FL 32174


(Use attachment if necessary)

ARTICLE V: Effective date, if other than the date of filing: \_\_\_\_\_

(OPTIONAL)

(The effective date: 1) cannot be prior to nor more than 90 days after the date this document is filed by the Florida Department of State; AND 2) must be the same as the effective date listed in the attached Certificate of Conversion, if an effective date listed therein.)

**REQUIRED SIGNATURE:**

  
 \_\_\_\_\_  
 Signature of a member or an authorized representative of a member.

(In accordance with section 608.408(3), Florida Statutes, the execution of this document constitutes an affirmation under the penalties of perjury that the facts stated herein are true. I am aware that any false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s.817.155, F.S.)

BY: Mark A. Asolk, Authorized Representative  
 \_\_\_\_\_  
 Typed or printed name of signer