

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM442415

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|---|--|-----------------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ENTITY CONVERSION | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Jeffree Star Cosmetics LLC | | 06/02/2017 | Limited Liability Company: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Jeffree Star Cosmetics, Inc. | | |
| Street Address: | 9400 Lurline Avenue | | |
| Internal Address: | Unit F | | |
| City: | Chatsworth | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 91311 | | |
| Entity Type: | Corporation: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 11 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 87367662 | LIP AMMUNITION | |
| Serial Number: | 87074437 | JJ | |
| Serial Number: | 87122841 | SERVING FACE | |
| Serial Number: | 87186731 | JJ JEFFREE STAR COSMETICS | |
| Serial Number: | 86538740 | MANNEQUIN FOUNDATION | |
| Serial Number: | 86428793 | JEFFREE STAR LIP AMMUNITION | |
| Serial Number: | 86971393 | ANDROGYNY | |
| Registration Number: | 5041859 | BEAUTY KILLER | |
| Registration Number: | 5027783 | SKIN FROST | |
| Registration Number: | 5008614 | JEFFREE STAR COSMETICS | |
| Serial Number: | 86971416 | RESTING BITCH FACE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 7032436410 | | |
| <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: | 7034655355 | | |
| Email: | docketing@mwzb.com | | |
| Correspondent Name: | Jeffrey Smith, Esq of Millen & White, PC | | |

CH \$290.00 87367662

Address Line 1: 2200 Clarendon Boulevard
Address Line 2: Suite 1400
Address Line 4: Arlington, VIRGINIA 22201

ATTORNEY DOCKET NUMBER: JEFFREE-100-X

NAME OF SUBMITTER: Jeffrey A. Smith

SIGNATURE: /jas/

DATE SIGNED: 09/08/2017

Total Attachments: 1
source=Statement of Conversion Document#page1.tif

FILED *ew*
Secretary of State
State of California
1 PC JUN 02 2017 *SH*

Articles of Incorporation with Statement of Conversion

The name of the corporation is JEFFREE STAR COSMETICS, INC.

II

The purpose of the corporation is to engage in any lawful act or activity for which a corporation may be organized under the General Corporation Law of California other than the banking business, the trust company business or the practice of a profession permitted to be incorporated by the California Corporations Code.

III

This corporation is authorized to issue only one class of shares of stock; and the total number of shares which this corporation is authorized to issue is one hundred (100).

IV

(Statement of Conversion)

The name of the converting California limited liability company is JEFFREE STAR COSMETICS LLC.

The limited liability company's California Secretary of State file number is 201417710278.
The principal terms of the plan of conversion were approved by a vote of the members, which equaled or exceeded the vote required under California Corporations Code section 17710.03. There is one class of members entitled to vote and the percentage vote required is a majority in interest of the members. The limited liability company is converting into a California stock corporation.

V

A. The initial street address and mailing address of the converted corporation are:

| | | | |
|--|------------|------------|----------|
| Initial Street Address of Corporation | City | State | Zip Code |
| 9440 LURLINE AVE | CHATSWORTH | CALIFORNIA | 91311 |
| Initial Mailing Address of Corporation | City | State | Zip Code |
| 9440 LURLINE AVE | CHATSWORTH | CALIFORNIA | 91311 |

B. The name and California street address of the converted corporation's initial agent for service of process are:

ASHLEY AVILDSSEN

Agent's Name

8045 Mulholland Dr., West Hollywood, CA 90046

Agent's Street Address

City

State

Zip Code

I declare I am the person who executed this instrument, which execution is my act and deed.

Jeffrey R. Cohen
[Signature]
Jeffrey R. Cohen, Member/Manager of
JEFFREE STAR COSMETICS LLC
and Incorporator

Ashley Avildsen
[Signature]
Ashley Avildsen, Member/Manager of
JEFFREE STAR COSMETICS LLC
and Incorporator

Jeffrey Star
[Signature]
Jeffrey Star, Member/Manager of
JEFFREE STAR COSMETICS LLC
and Incorporator

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