

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM454621

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BEAR DOWN BRANDS, LLC		09/27/2017	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	BEAR DOWN BRANDS, LLC		
Street Address:	1100 S. Linwood Ave., Suite B		
City:	Santa Ana		
State/Country:	CALIFORNIA		
Postal Code:	92705		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	5197359	BRUSHEEZ	
Registration Number:	4418569	BENTGO	
Registration Number:	4280001	STONE CASK	
Registration Number:	4279999	PURE ENRICHMENT	
Registration Number:	4279854	PURE ENRICHMENT	
CORRESPONDENCE DATA			
Fax Number:	9735972400		
<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:	973-597-2500		
Email:	lstrademark@lowenstein.com		
Correspondent Name:	Matthew P. Hintz, Esq.		
Address Line 1:	Lowenstein Sandler LLP		
Address Line 2:	One Lowenstein Drive		
Address Line 4:	Roseland, NEW JERSEY 07068		
ATTORNEY DOCKET NUMBER:	31096.10		
NAME OF SUBMITTER:	Matthew P. Hintz, Esq.		
SIGNATURE:	/Matthew P. Hintz/		
DATE SIGNED:	12/14/2017		

CH \$140.00 5197359

Total Attachments: 4

source=Bear Down Brands CA Conversion to Bear Down Brands DE (Cert of Conversion in DE)#page1.tif

source=Bear Down Brands CA Conversion to Bear Down Brands DE (Cert of Conversion in DE)#page2.tif

source=Bear Down Brands CA Conversion to Bear Down Brands DE (Cert of Conversion in DE)#page3.tif

source=Bear Down Brands CA Conversion to Bear Down Brands DE (Cert of Conversion in DE)#page4.tif

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 "BEAR DOWN BRANDS, LLC" FILED IN THIS OFFICE ON THE TWENTY-SEVENTH DAY OF SEPTEMBER, A.D. 2017, AT 1:26 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

6558397 8100F
SR# 20176361169

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

Authentication: 203310523
Date: 09-28-17

TRADEMARK
REEL: 006228 FRAME: 0793


Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A CALIFORNIA LIMITED LIABILITY COMPANY UNDER THE NAME OF "BEAR DOWN BRANDS, LLC" TO A DELAWARE LIMITED LIABILITY COMPANY, FILED IN THIS OFFICE ON THE TWENTY-SEVENTH DAY OF SEPTEMBER, A.D. 2017, AT 1:26 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

6558397 8100F
SR# 20176361169

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

Authentication: 203310523
Date: 09-28-17

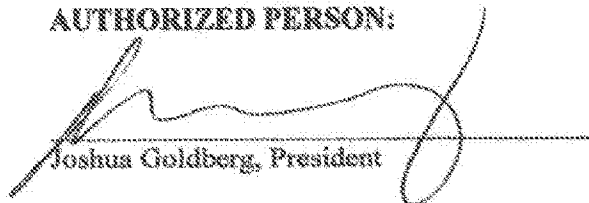
TRADEMARK
REEL: 006228 FRAME: 0794

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A NON-DELAWARE LIMITED LIABILITY COMPANY TO
A DELAWARE LIMITED LIABILITY COMPANY
(Pursuant to Section 18-214 of the Limited Liability Act)

1. The jurisdiction where the Non-Delaware Limited Liability Company first formed is the State of California.
2. The jurisdiction immediately prior to filing this Certificate is the State of California.
3. The date the Non-Delaware Limited Liability Company was first formed is September 26, 2017.
4. The name of the Non-Delaware Limited Liability Company immediately prior to filing this Certificate is Bear Down Brands, LLC.
5. The name of the Limited Liability Company as set forth in the Certificate of Formation is Bear Down Brands, LLC.

IN WITNESS WHEREOF, the undersigned being duly authorized to sign on behalf of the converting Limited Liability Company has executed this Certificate on the 27th day of September, 2017.

AUTHORIZED PERSON:


Joshua Goldberg, President

STATE OF DELAWARE
CERTIFICATE OF FORMATION
OF
BEAR DOWN BRANDS, LLC

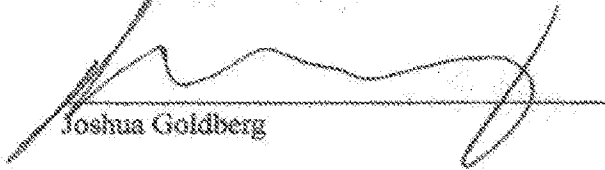
This Certificate of Formation of BEAR DOWN BRANDS, LLC is being executed and filed by Joshua Goldberg as an authorized person to form a limited liability company under the Delaware Limited Liability Company Act, 6 Delaware Code, Section 18.

FIRST: The name of the limited liability company is BEAR DOWN BRANDS, LLC.

SECOND: The address of the registered office of BEAR DOWN BRANDS, LLC in the State of Delaware is 1209 Orange Street, City of Wilmington, County of New Castle, State of Delaware 19801. The Corporation Trust Company is the Limited Liability Company's registered agent at that address.

IN WITNESS WHEREOF, the undersigned has caused this Certificate of Formation to be signed this 27th day of September, 2017.

AUTHORIZED PERSON:


Joshua Goldberg