

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM456765

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BHCosmetics, Inc.		12/26/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	BHCosmetics, LLC		
Street Address:	2801 Burton Avenue		
City:	Burbank		
State/Country:	CALIFORNIA		
Postal Code:	91504		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 21			
Property Type	Number	Word Mark	
Serial Number:	87577574	BEYOND HOLLYWOOD	
Serial Number:	86959989	BH	
Registration Number:	3906780	BHCOSMETICS	
Registration Number:	4436623	BHCOSMETICS	
Registration Number:	4951198	BHCOSMETICS	
Registration Number:	5100478	BHCOSMETICS	
Registration Number:	4703496	BHCOSMETICS	
Registration Number:	3906792	BHCOSMETICS	
Serial Number:	87133359		
Serial Number:	87133386	BLUSHED NEUTRALS 26 COLOR EYESHADOW & BL	
Registration Number:	4922030	FOREVER NUDE	
Serial Number:	87283797	GALAXY CHIC	
Serial Number:	87133341		
Serial Number:	87133311	GLAMOROUS BLUSH 10 COLOR BLUSH PALETTE P	
Registration Number:	5261595	ILLUMINATE BY ASHLEY TISDALE	
Registration Number:	5066005	ILLUMINATE BY ASHLEY TISDALE	
Registration Number:	5225060	NUDE ROSE	
Registration Number:	5004657	POP ART	
Registration Number:	4874065	STUDIO PRO	

CH \$540.00 87577574

Property Type	Number	Word Mark
Serial Number:	87677118	STUDIO PRO TOTAL COVERAGE
Serial Number:	87680446	BRONZTOURING

CORRESPONDENCE DATA

Fax Number: 3128622200

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.

Phone: 312-862-6371

Email: renee.prescan@kirkland.com

Correspondent Name: Renee Prescan

Address Line 1: 300 North LaSalle Street

Address Line 2: Kirkland & Ellis LLP

Address Line 4: Chicago, ILLINOIS 60654

ATTORNEY DOCKET NUMBER:	40514-182 RMP
NAME OF SUBMITTER:	Renee M. Prescan
SIGNATURE:	/Renee M. Prescan/
DATE SIGNED:	01/03/2018

Total Attachments: 4

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Delaware

The First State

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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 CORPORATION UNDER THE NAME OF "BHCOSMETICS, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "BHCOSMETICS, INC." TO "BHCOSMETICS, LLC", FILED IN THIS OFFICE ON THE TWENTY-SIXTH DAY OF DECEMBER, A.D. 2017, AT 4:26 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

6680663 8100F
SR# 20177773549

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

Authentication: 203831090
Date: 12-26-17

TRADEMARK
REEL: 006242 FRAME: 0132

CERTIFICATE OF CONVERSION

**FROM A FOREIGN LIMITED LIABILITY COMPANY
TO A DOMESTIC LIMITED LIABILITY COMPANY**

*In accordance with the provisions of
Section 18-214 of the Delaware Limited Liability Company Act*

The undersigned, being duly authorized to execute and file this Certificate of Conversion from a foreign limited liability company to a domestic limited liability company for the purposes of converting BHCosmetics, LLC, a California limited liability company (the "Company"), into a domestic limited liability company pursuant to Section Section 18-214 of the Delaware Limited Liability Company Act, does hereby certify as follows:

FIRST: The jurisdiction where the Company was first formed is California.

SECOND: The jurisdiction immediately prior to filing this Certificate of Conversion is California.

THIRD: The date the Company was first formed in California is July 30, 2010 in the name of BHCosmetics, Inc.

FOURTH: The name of the Company immediately prior to filing this Certificate of Conversion is BHCosmetics, LLC.

FIFTH: The name of the limited liability company that the Company is converting to and as set forth in the attached Certificate of Formation is BHCosmetics, LLC, a Delaware limited liability company.

The undersigned, being the duly authorized person of the limited liability company, for the purposes of converting the California limited liability company into a Delaware limited liability company pursuant to Section 18-214 of the Delaware Limited Liability Company Act, does make this Certificate of Conversion, and hereby declare and certify that this my act and deed and the facts stated herein are true, and accordingly have hereunto set my hands on the 25th day of December, 2017.

BHCOSMETICS, LLC

By: 

Name: Alfreds Sadovskis

Its: President

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 "BHCOSMETICS, LLC" FILED IN THIS OFFICE ON THE TWENTY-SIXTH DAY OF DECEMBER, A.D. 2017, AT 4:26 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

6680663 8100F
SR# 20177773549

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Authentication: 203831090
Date: 12-26-17

TRADEMARK
REEL: 006242 FRAME: 0134

CERTIFICATE OF FORMATION
OF
BHCOSMETICS, LLC

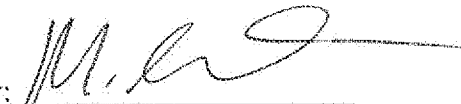
This Certificate of Formation is being executed as of December 25, 2017, for the purpose of forming a limited liability company pursuant to the Delaware Limited Liability Company Act, 6 Del. C. §§ 18-101, et seq.

The undersigned, being duly authorized to execute and file this Certificate of Formation, does hereby certify as follows:

1. Name. The name of the limited liability company is BHCosmetics, LLC (the "Company").

2. Registered Office and Registered Agent. The address of the Company's registered office in the State of Delaware is 1209 Orange Street, City of Wilmington, New Castle County, Delaware 19801. The registered agent of the Company for service of process is The Corporation Trust Company located at 1209 Orange Street, in the City of Wilmington, New Castle County, Delaware 19801.

IN WITNESS WHEREOF, the undersigned has duly executed this Certificate of Formation as of the day and year first above written.

By: 
Melody Khorsandi, an Authorized
Person