

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM512106

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Demert Brands, Inc.		01/15/2019	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	Demert Brands, LLC		
Street Address:	15402 N. Nebraksa Ave. #102		
Internal Address:	Suite 102		
City:	Lutz		
State/Country:	FLORIDA		
Postal Code:	33549		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 54			
Property Type	Number	Word Mark	
Serial Number:	88214793	WIG & WEAVE	
Serial Number:	87684129	WIG & WEAVE	
Serial Number:	86292254	WHIP IT UP	
Serial Number:	85448587	WAY TO GROW	
Serial Number:	87742361	VIVA LA CURL	
Serial Number:	75219398	STRAIGHTER SMOOTHER HAIR	
Serial Number:	76538304	SILK WORKS	
Serial Number:	86100671	SHORT ORDER	
Serial Number:	85645486	SHE'S A TEASE	
Serial Number:	76694329	PROFESSIONÄL	
Serial Number:	76055771	PROFESSIONAL	
Serial Number:	86100707	PLUMP FOR JOY	
Serial Number:	88278579	PLAY NOW. WASH LATER.	
Serial Number:	85982133	NYM	
Serial Number:	88014967	NOT YOUR MOTHER'S	
Serial Number:	77472858	NOT YOUR MOTHER'S	
Serial Number:	86640933	NOT YOUR MOTHER'S	
Serial Number:	85980776	NOT YOUR MOTHER'S	

CH \$1365.00 88214793

Property Type	Number	Word Mark
Serial Number:	85980054	NOT YOUR MOTHER'S
Serial Number:	88278580	NO ONE DOES IT LIKE YOU
Serial Number:	85656436	MOROCCAN MEND
Serial Number:	85645510	MISS FREEZE
Serial Number:	86582608	LOVE FOR HUE
Serial Number:	87501167	LICKITY SPLIT
Serial Number:	88278581	LET YOUR CURLS DO THE TALKING
Serial Number:	85448571	KNOTTY TO NICE
Serial Number:	85645526	KINKY MOVES
Serial Number:	86100742	INTENSIVE HAIR UNIT
Serial Number:	73770573	HI-PRO-PAC
Serial Number:	85731969	GIRL POWDER
Serial Number:	87501172	GEFDEN
Serial Number:	72104950	DRYFAST
Serial Number:	86567627	DOUBLE TAKE
Serial Number:	73778571	DEVELOP 10 TREATMENT
Serial Number:	73787096	DEVELOP 10 PROGRAM
Serial Number:	85950463	DEVELOP 10
Serial Number:	86147933	
Serial Number:	86147947	
Serial Number:	86147944	
Serial Number:	86055207	
Serial Number:	86055084	
Serial Number:	87684138	DEMERT NAIL ENAMEL DRYER
Serial Number:	87504610	DEMERT
Serial Number:	86569156	DÉJÀ VU 'DO
Serial Number:	87757254	CURL TALK
Serial Number:	85318995	CLEAN FREAK
Serial Number:	86799027	BLONDE MOMENT
Serial Number:	85645467	BEAT THE HEAT
Serial Number:	87253895	BEACH BABE
Serial Number:	85639580	BEACH BABE
Serial Number:	87501169	AVEC
Serial Number:	87501177	ALL SET
Serial Number:	85645500	ALL EYES ON ME
Serial Number:	87501173	AERO LAK

CORRESPONDENCE DATA

**TRADEMARK
REEL: 006577 FRAME: 0384**

Fax Number: 8132294133

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: 8132237000

Email: trademarks@carltonfields.com

Correspondent Name: William G. Giltinan

Address Line 1: PO Box 3239

Address Line 4: Tampa, FLORIDA 33601-3239

NAME OF SUBMITTER:	William G. Giltinan
---------------------------	---------------------

SIGNATURE:	/William G. Giltinan/
-------------------	-----------------------

DATE SIGNED:	02/28/2019
---------------------	------------

Total Attachments: 7

source=Conversion#page1.tif

source=Conversion#page2.tif

source=Conversion#page3.tif

source=Conversion#page4.tif

source=Conversion#page5.tif

source=Conversion#page6.tif

source=Conversion#page7.tif

U19 00000 13368

(Requestor's Name)

(Address)

(Address)

(City/State/Zip/Phone #)

PICK-UP WAIT MAIL

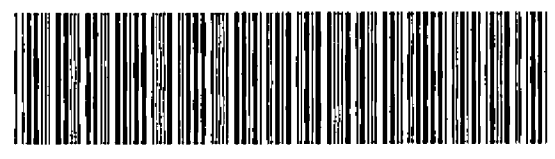
(Business Entity Name)

(Document Number)

Certified Copies _____ Certificates of Status _____

Special Instructions to Filing Officer:

Office Use Only



000323012690

FILED
2019 JAN 15 PM 4:42
SECRETARY OF STATE
TALLAHASSEE FLORIDA

RECEIVED
2019 JAN 15 PM 4:01

T SCHROEDER

TRADEMARK
REEL: 006577 FRAME: 0386

DEPARTMENT OF STATE
ACCOUNT FILING COVER SHEET

Account Number FCA000000017

Date: 1-15-19

Requestor Name: Carlton Fields

Address: Post Office Drawer 190
Tallahassee, Florida 32302

Telephone: (850) 513-3619 - direct
(850) 224-1585

Contact Name: Kim Pullen, CP, FRP

AUTHORIZED AMOUNT TO
DEDUCT FROM ACCOUNT
\$ 185.00
(OR MORE, if needed)

Conversion:

Corporation Name: Demert Brands, Inc. → Demert Brands, LLC

Email Address: _____

Entity Number: P95000028526

Authorization: Kim Pullen

Conversion
Articles

Certified Copy

Certificate of Status

New Filings

Plain Stamped Copy

Annual Report

Fictitious Name

Amendments

Registration

Call When Ready

Call if Problem

After 4:30

Walk In

Will Wait

Pick Up

CF Internal Use Only

Client: 12620 Matter: 31453

Name: D. Mackey Office: TPA

9501656.4

TRADEMARK
REEL: 006577 FRAME: 0387

**CERTIFICATE OF CONVERSION
OF
DEMERT BRANDS, INC.
A FLORIDA CORPORATION
INTO
DEMERT BRANDS, LLC
A FLORIDA LIMITED LIABILITY COMPANY**

This Certificate of Conversion is submitted to convert the following Florida corporation into a Florida limited liability company in accordance with Sections 607.1113 and 605.1045 of the Florida Statutes.

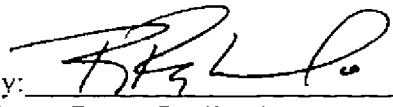
1. The name of the converting domestic corporation immediately prior to the filing of this Certificate of Conversion is DeMert Brands, Inc. (the "Converting Entity").
2. The Converting Entity is a Florida corporation and was first incorporated in the State of Florida effective on April 6, 1995, under document number P95000028526.
3. The name of the converted entity as set forth in the attached Articles of Organization is DeMert Brands, LLC (the "Converted Entity"). The Converted Entity is a Florida limited liability company to be organized pursuant to the Florida Revised Limited Liability Company Act.
4. The Converting Entity has converted into the Converted Entity in compliance with Chapters 607 and 605 of the Florida Statutes, which govern Florida corporations and Florida limited liability companies.
5. The plan of conversion was approved by the Converting Entity in accordance with Chapter 607 of the Florida Statutes.
6. The principal office address of the Converted Entity is 15402 N. Nebraska Ave., Suite 102, Lutz, FL 33549.
7. The Converted Entity has agreed to pay to any shareholders of the Converting Entity who have appraisal rights the amount to which they are entitled under Sections 607.1301 – 607.1333 of the Florida Statutes.
8. This conversion shall be effective on January 15, 2019.

[Signature on following page]

FILED
2019 JAN 15 PM 4:43
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion on the 15th day of January 2019.

DEMERT BRANDS, INC.

By: 
Name: Rocco Pagliarulo
Title: President

FILED
2019 JAN 15 PM 4:43
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

Certificate of Conversion
DeMert Brands, Inc.

TRADEMARK
REEL: 006577 FRAME: 0389

**ARTICLES OF ORGANIZATION
OF
DEMERT BRANDS, LLC**

The undersigned, as the authorized representative of the organizing member of a limited liability company under the Florida Revised Limited Liability Company Act, adopts the following Articles of Organization for such limited liability company (the "Company"):

**ARTICLE I
Name**

The name of the Company is DeMert Brands, LLC.

**ARTICLE II
Principal Office and Mailing Address**

The Company's principal office address is 15402 N. Nebraska Ave., Suite 102, Lutz, FL 33549. The Company's mailing address is P.O. Box 82163, Tampa, FL 33682.

**ARTICLE III
Initial Registered Agent and Office**

The street address of the Company's initial registered office is 712 South Oregon Avenue, Tampa, FL 33606, and the name of its initial registered agent at that address is Daniel D. Whitaker.

SECRETARY OF STATE
ALLAHASSEE COUNTY
FLORIDA

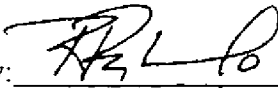
2019 JAN 15 PM 4:43

FILED

[Signatures on following pages]

Dated this 15th day of January 2019.

AUTHORIZED REPRESENTATIVE:

By: 
Name: R. PAGLIARULO

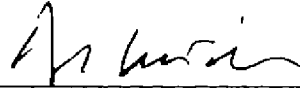
FILED
2019 JAN 15 PM 4:43
CLERK OF STATE
ALLIANCE FLORIDA

ACCEPTANCE BY REGISTERED AGENT

Having been named as registered agent and to accept service of process for the corporation, at the place designated as the registered office, the undersigned hereby accepts the appointment as registered agent and agrees to act in this capacity. The undersigned further agrees to comply with the provisions of all statutes relating to the proper and complete performance of his duties, and is familiar with and accepts the duties and obligations of his position as registered agent.

Dated this 15th day of January 2019.

REGISTERED AGENT:



Daniel D. Whitaker

FILED

2019 JAN 15 PM 4:43

SECRETARY OF STATE
ALLAHASSEE, FLORIDA