

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fresh Merge, LLC		05/16/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Dr. Fresh, LLC		
Street Address:	6645 Caballero Boulevard		
City:	Buena Park		
State/Country:	CALIFORNIA		
Postal Code:	90620		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	0836059	BINACA	
Registration Number:	2724805	BINACA	
Registration Number:	3698889	BINACA	
Registration Number:	3884820	BINACA	
Registration Number:	4054409	BINACA	
Registration Number:	3847236	BINACA.COM	
CORRESPONDENCE DATA			
Fax Number:	7144277799		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	714-427-7405		
Email:	sgeer@swlaw.com		
Correspondent Name:	Ketan S. Vakil, Snell & Wilmer L.L.P.		
Address Line 1:	600 Anton Blvd., Suite 1400		
Address Line 4:	Costa Mesa, CALIFORNIA 92626-7689		

CH \$165.00 0836059

ATTORNEY DOCKET NUMBER:	55781.0001
NAME OF SUBMITTER:	Ketan S. Vakil
Signature:	/Ketan S. Vakil/
Date:	01/16/2013
Total Attachments: 2 source=name change#page1.tif source=name change#page2.tif	

Delaware

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The First State

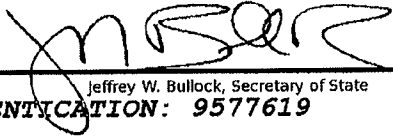
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "FRESH MERGE, LLC", CHANGING ITS NAME FROM "FRESH MERGE, LLC" TO "DR. FRESH, LLC", FILED IN THIS OFFICE ON THE SIXTEENTH DAY OF MAY, A.D. 2012, AT 4:52 O'CLOCK P.M.

5150350 8100

120577982

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9577619

DATE: 05-16-12

TRADEMARK
REEL: 004944 FRAME: 0453

State of Delaware
Secretary of State
Division of Corporations
Delivered 04:52 PM 05/16/2012
FILED 04:52 PM 05/16/2012
SRV 120577982 - 5150350 FILE

STATE OF DELAWARE
AMENDMENT TO THE CERTIFICATE OF FORMATION
OF
FRESH MERGE, LLC

May 16, 2012

Fresh Merge, LLC (the "Company"), a limited liability company duly organized and existing under the laws of the State of Delaware, hereby certifies as follows:

1. The name of the Company is Fresh Merge, LLC. The Company was originally formed pursuant to a Certificate of Formation filed with the Secretary of State of the State of Delaware on May 4, 2012 (the "Certificate of Formation").
2. Article 1 of the Certificate of Formation is hereby amended in its entirety as follows:
 - 1) The name of the limited liability company is "Dr. Fresh, LLC" (the "Company").
3. This Amendment to the Certificate of Formation of the Company shall be effective on the date of filing with the Secretary of State of the State of Delaware.

IN WITNESS WHEREOF, the undersigned sole member of the Company executes this Amendment to the Certificate of Formation as of the date first written above.

FRESHCORP ORAL CARE, INC.,
as sole member

By: 

Name: Doug Corbett

Title: President & Chief Executive Officer