

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM529351

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Strauss Brands Incorporated		06/19/2019	Corporation: WISCONSIN
RECEIVING PARTY DATA			
Name:	Strauss Brands LLC		
Street Address:	9775 South 60th Street		
City:	Franklin		
State/Country:	WISCONSIN		
Postal Code:	53132		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	2746251	ASPEN VALLEY LAMB	
Registration Number:	4190898	FREE RAISED	
Registration Number:	3406482	FREE RAISED	
Registration Number:	3857244	MEADOW RESERVE	
Registration Number:	4045694	NATURE GIVES. WE ACCEPT.	
Registration Number:	3298766	STRAUSS	
Registration Number:	1672699	STRAUSS VEAL	
Registration Number:	3718239	VEAL'S NEW DIRECTION	
CORRESPONDENCE DATA			
Fax Number:	8043447999		
<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:	8047888331		
Email:	HWITM@HuntonAK.com		
Correspondent Name:	Stephen Demm, Hunton Andrews Kurth LLP		
Address Line 1:	951 East Byrd Street		
Address Line 4:	Richmond, VIRGINIA 23219-4074		
ATTORNEY DOCKET NUMBER:	081159.0000034		
NAME OF SUBMITTER:	Stephen P. Demm		

CH \$215.00 2746251

SIGNATURE:	/Stephen P. Demm/
DATE SIGNED:	06/26/2019
Total Attachments: 5 source=Strauss - Name and Entity Change#page1.tif source=Strauss - Name and Entity Change#page2.tif source=Strauss - Name and Entity Change#page3.tif source=Strauss - Name and Entity Change#page4.tif source=Strauss - Name and Entity Change#page5.tif	

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 WISCONSIN CORPORATION UNDER THE NAME OF "STRAUSS BRANDS INCORPORATED" TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "STRAUSS BRANDS INCORPORATED" TO "STRAUSS BRANDS LLC", FILED IN THIS OFFICE ON THE NINETEENTH DAY OF JUNE, A.D. 2019, AT 1:17 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

7475403 8100F
SR# 20195533659

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

Authentication: 203061977
Date: 06-19-19

TRADEMARK
REEL: 006678 FRAME: 0671

STRAUSS BRANDS INCORPORATED

**CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A LIMITED LIABILITY COMPANY
PURSUANT TO SECTION 18-214 OF THE
LIMITED LIABILITY COMPANY ACT**

1. The jurisdiction where the corporation first formed is Wisconsin, and the jurisdiction immediately prior to the filing of this Certificate of Conversion is Wisconsin.
2. The date the corporation first formed is July 5, 1955.
3. The name of the corporation immediately prior to the effective time of this Certificate of Conversion is Strauss Brands Incorporated.
4. The name of the limited liability company into which the corporation is hereby being converted is Strauss Brands LLC.
5. The effective time and date of this Certificate of Conversion shall be as of 1:00 p.m. on June 19, 2019.

[signature appears on next page]

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion this 19th day of June, 2019.


STRAUSS BRANDS INCORPORATED

By: _____
Name: Randal P. Strauss
Title: 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 "STRAUSS BRANDS LLC" FILED IN THIS OFFICE ON THE NINETEENTH DAY OF JUNE, A.D. 2019, AT 1:17 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

7475403 8100F
SR# 20195533659

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Authentication: 203061977
Date: 06-19-19

TRADEMARK
REEL: 006678 FRAME: 0674

CERTIFICATE OF FORMATION
OF
STRAUSS BRANDS LLC

1. The name of the limited liability company is Strauss Brands LLC.
2. The registered office of the limited liability company in the State of Delaware is located at 1675 S. State Street, Suite B, Dover, Kent County, Delaware 19901. The name of the registered agent at such address is Capitol Services, Inc.
3. The effective time and date of this Certificate of Formation shall be as of 1:00 p.m. on June 19, 2019.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation this 19th day of June, 2019.

/s/ Randal P. Strauss
Randal P. Strauss, Authorized Person

QB\56529700.2

RECORDED: 06/26/2019

State of Delaware
Secretary of State
Division of Corporations
Delivered 01:17 PM 06/19/2019
FILED 01:17 PM 06/19/2019
SERIAL NUMBER 7475403
TRADEMARK

REEL: 006678 FRAME: 0675