

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT			
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL			
CONVEYING PARTY DATA				
	Name	Formerly	Execution Date	Entity Type
	Xtreme Formulations LLC		12/18/2009	LIMITED LIABILITY COMPANY: ILLINOIS
	Protein Customizer, Inc.		12/18/2009	CORPORATION: ILLINOIS
RECEIVING PARTY DATA				
Name:	Pure Bean & Leaf Brands, LLC			
Street Address:	One Coca-Cola Plaza			
City:	Atlanta			
State/Country:	GEORGIA			
Postal Code:	30313			
Entity Type:	CORPORATION: DELAWARE			
PROPERTY NUMBERS Total: 1				
	Property Type	Number	Word Mark	
	Registration Number:	2838804	RELENTLESS	
CORRESPONDENCE DATA				
Fax Number:				
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>				
Phone:	(404) 228-7439			
Email:	abates@bates-bates.com, abates@coca-cola.com, wwiliamslewis@coca-cola.com			
Correspondent Name:	Andrea E. Bates			
Address Line 1:	1890 Marietta Boulevard			
Address Line 4:	Atlanta, GEORGIA 30318			
ATTORNEY DOCKET NUMBER:	81193157			
NAME OF SUBMITTER:	Andrea E. Bates			

CH \$40.00 2838804

Signature:	/Andrea E. Bates/
Date:	11/21/2013
Total Attachments: 2 source=Xtreme Formulations, LLC - Pure Bean & Leaf Brands, LLC - RELENTLESS Assignment 12.18.2009#page1.tif source=Xtreme Formulations, LLC - Pure Bean & Leaf Brands, LLC - RELENTLESS Assignment 12.18.2009#page2.tif	

DEC-18-2009 17:00 From:

To: 815 941 4677

P. 9/13

DEC-15-2009 17:03 From:

To: 16099675491

P. 9/9

Exhibit B

Assignment

WHEREAS, Xtreme Formulations, LLC, located at 1500 Foundry Street, Unit 8, P.O. Box 1301, St. Charles, Illinois 60174 and Protein Customizer, Inc, located at 1500 Foundry Street, Unit 8, P.O. Box 1301, St. Charles, Illinois 60174 (collectively "Assignor"), are the owner(s) of all right, title and interest in and to the U.S. trademark RELENTLESS (Reg. No. 2838804) (the "Trademark") and all goodwill related thereto; and

WHEREAS Pure Bean & Leaf Brands, LLC ("Assignee"), is desirous of acquiring the Trademark as well as the goodwill associated therewith;

WHEREAS, the assignment of the Trademark shall be made of record with the United States Patent and Trademark Office; and

WHEREAS, Assignor agrees that it will execute or arrange for execution of such further assignment documents or other legal instruments as may be required, if any, from Assignor to permit Assignee to obtain recordation of the assignments and registrations therewith, from Assignor to Assignee.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, as well as all rights to damages, profits, due or accrued, arising out of past and future infringement of the Trademark and the right to sue and recover for the same.

In WITNESS WHEREOF, the parties have caused this Assignment to be signed by a duly authorized officer this 11 day of Dec, 2009.

Protein Customizer, Inc

By 

Name DAVID ROSLAND

Title PRESIDENT, PROTEIN CUSTOMIZER, INC.

Xtreme Formulations, LLC

By 

Name DAVID ROSLAND

Title MEMBER PRESIDENT XTREME FORMULATIONS LLC.

Pure Bean & Leaf Brands, LLC

By _____

Name _____

Title _____

Exhibit B

Assignment

WHEREAS, Xtreme Formulations, LLC, located at 1500 Foundry Street, Unit 8, P.O. Box 1301, St. Charles, Illinois 60174 and Protein Customizer, Inc. located at 1500 Foundry Street, Unit 8, P.O. Box 1301, St. Charles, Illinois 60174 (collectively "Assignor"), are the owner(s) of all right, title and interest in and to the U.S. trademark RELENTLESS (Reg. No. 2838804) (the "Trademark") and all goodwill related thereto; and

WHEREAS Pure Bean & Leaf Brands, LLC ("Assignee"), is desirous of acquiring the Trademark as well as the goodwill associated therewith;

WHEREAS, the assignment of the Trademark shall be made of record with the United States Patent and Trademark Office; and


WHEREAS, Assignor agrees that it will execute or arrange for execution of such further assignment documents or other legal instruments as may be required, if any, from Assignor to permit Assignee to obtain recordation of the assignments and registrations therewith, from Assignor to Assignee.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, as well as all rights to damages, profits, due or accrued, arising out of past and future infringement of the Trademark and the right to sue and recover for the same.

In WITNESS WHEREOF, the parties have caused this Assignment to be signed by a duly authorized officer this 18 day of Dec, 2009.

Protein Customizer, Inc
By _____
Name _____
Title _____

Xtreme Formulations, LLC
By _____
Name _____
Title _____

Pure Bean & Leaf Brands, LLC
By 
Name Dan L. Lockridge
Title _____