

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
PepsiCo, Inc.		02/04/2014	CORPORATION: NORTH CAROLINA

RECEIVING PARTY DATA

Name:	THE CONCENTRATE MANUFACTURING COMPANY OF IRELAND
Street Address:	Corner House; 20 Parliament Street
City:	Hamilton
State/Country:	BERMUDA
Entity Type:	CORPORATION: IRELAND

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Serial Number:	85918395	I WILL
Serial Number:	85956156	LIFE BRIGHTER
Serial Number:	85558328	NU NRML
Serial Number:	85908071	YOU TIME PROTEIN LIQUID ACTIVITY
Serial Number:	85911294	P L A Y
Serial Number:	85311193	WELLO
Serial Number:	85311276	WELLO
Serial Number:	85602133	WELLO
Serial Number:	85311240	WELLO
Serial Number:	85311295	WELLO
Serial Number:	85602759	WELLO
Registration Number:	3674603	LIVE BRIGHTER
Registration Number:	4350295	PLAY

CH \$340.00 85918395

Fax Number: 3128211316

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 312-821-1408

Email: janet.silverberg@pepsico.com

Correspondent Name: Janet Silverberg

Address Line 1: 555 West Monroe Street

Address Line 4: Chicago, ILLINOIS 60661

ATTORNEY DOCKET NUMBER:

GNG - CAP

DOMESTIC REPRESENTATIVE

Name: Janet Silverberg; PepsiCo, Inc.

Address Line 1: 555 West Monroe Street

Address Line 4: Chicago, ILLINOIS 60661

NAME OF SUBMITTER:

Janet Silverberg

Signature:

/janet silverberg/

Date:

02/04/2014

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT, dated as of February 4, 2014 (the "Assignment"), is made by PEPSICO, INC., with a place of business at 700 Anderson Hill Road, Purchase, New York 10577 USA ("Assignor") to THE CONCENTRATE MANUFACTURING COMPANY OF IRELAND with a place of business at Corner House, 20 Parliament Street, Hamilton, Bermuda ("Assignee").

WHEREAS, Assignor owns the trademarks listed in Exhibit A, attached hereto (the "Trademarks") and

WHEREAS, Assignor has agreed to sell, assign, transfer and convey to Assignee all of Assignor's right, titles and interest in and to the Trademarks and the goodwill associated with the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby takes the following actions and makes the following agreements:

1. Assignor hereby sells, assigns, transfers and conveys to Assignee, Assignor's entire right, title and interest in and to the Trademarks and the goodwill associated with the use of and symbolized by the Trademarks. Further, Assignor hereby assigns, transfers and sets over unto Assignee, Assignor's rights, if any, to sue for and to collect damages, profits and other relief for any past infringement of the Trademarks.
2. Assignor warrants that it has not heretofore agreed to any restrictions upon the use of the Trademarks and has not assigned, licensed or otherwise granted rights in the Trademarks to any other person or entity.
3. At the request of Assignee, Assignor shall execute and deliver to Assignee any and all additional documents as Assignee may reasonably require to vest title to the Trademarks in Assignee and/or to carry out the intent of this Agreement.

IN WITNESS WHEREOF, Assignor has duly executed this Assignment as of the day and year first written above.

PEPSICO, INC.

THE CONCENTRATE
MANUFACTURING COMPANY
OF IRELAND

Signature: Janet Silverberg
Janet Silverberg, Assistant Secretary

Signature: Janet Silverberg
Janet Silverberg, Authorized Signatory

EXHIBIT A

<u>TRADEMARK</u>	<u>SERIAL NUMBER</u>
I WILL	85/918395
LIFE BRIGHTER	85/956156
nu nrml (Design)	85/558328
PLAY (Design)	85/908071
PLAY (Tracker Design)	85/911294
WELLO	85/311193
WELLO	85/311276
WELLO	85/602133
WELLO (Stylized)	85/311240
WELLO (Stylized)	85/311295
WELLO (Stylized)	85/602759

<u>TRADEMARK</u>	<u>REGISTRATION NUMBER</u>
LIVE BRIGHTER	3674603
PLAY (Stylized and Design)	4350295