

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
World Waters LLC		01/24/2014	LIMITED LIABILITY COMPANY: NEW YORK

RECEIVING PARTY DATA

Name:	World Waters Holdings, LLC
Street Address:	609 Greenwich, 6th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10014
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Serial Number:	86099111	SUMMER IN YOUR MOUTH
Serial Number:	85921493	TAPROOT
Serial Number:	85921477	WE GROW WATER
Serial Number:	85896795	WTRMLN
Serial Number:	85921371	WTRMLN
Serial Number:	85896801	WTRMLN WTR

CORRESPONDENCE DATA

Fax Number: 2483583351
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 248-358-4400
 Email: mjones@brookskushman.com
 Correspondent Name: Molly Mack Crandall
 Address Line 1: 1000 Town Center, 22nd Floor
 Address Line 4: Southfield, MICHIGAN 48075

CH \$165.00 86099111

TRADEMARK

ATTORNEY DOCKET NUMBER:	WOWA0110A
NAME OF SUBMITTER:	Molly Mack Crandall
Signature:	/molly mack crandall/
Date:	02/27/2014
Total Attachments: 1 source=Assignment of Trademark - WW to WWH#page1.tif	

ASSIGNMENT OF TRADEMARKS

WHEREAS, World Waters LLC, a New York limited liability company, with its principal place of business at 609 Greenwich, 6th Floor, New York, New York 10014 ("Assignor"), is the owner of the following marks and intent-to-use applications therefore in the United States Trademark Office, Chinese Trademark Office and European Union Trademark Office, has intended to use same but has not yet filed an allegation of use under '1(c) or 1(d) of the U.S. Trademark Act:

<u>U.S. Serial No.</u>	<u>Marks</u>	<u>Filed</u>
86/099,111	SUMMER IN YOUR MOUTH	October 23, 2013
85/921,493	TAPROOT	May 2, 2013
85/921,477	WE GROW WATER	May 2, 2013
85/896,795	WTRMLN	April 5, 2013
85/921,371	WTRMLN	May 2, 2013
85/896,801	WTRMLN WTR	April 5, 2013
<u>Chinese Application No.</u>	<u>Marks</u>	<u>Filed</u>
13321846	WTRMLN WTR	October 8, 2013
13321849	WTRMLN (CI 29)	October 8, 2013
13321848	WTRMLN (CI 30)	October 8, 2013
13321847	WTRMLN (CI 32)	October 8, 2013
<u>CTM Application No.</u>	<u>Marks</u>	<u>Filed</u>
012198636	WTRMLN WTR	October 5, 2013
012198651	WTRMLN	October 5, 2013

WHEREAS, World Waters Holdings, LLC, a Delaware limited liability company, with a principal place of business at 609 Greenwich, 6th Floor, New York, New York 10014 ("Assignee"), the successor of the ongoing and existing business (or portion thereof) of Assignor, is desirous of acquiring said marks and the applications thereof;

WHEREAS, Assignor is assigning the marks in the above-identified applications as part of the entire business or portion thereof to which the marks pertains as required by 15 U.S.C. '1060;

NOW, THEREFORE, for good and valuable consideration of \$1 USD, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the above identified applications thereof.

World Waters LLC, Assignor

By: _____

Name: Jay Levy

Title: CEO - Co-Founder

Dated: 1/24/14