

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM299177

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Doug Evans		03/25/2014	Individual: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Juicero, Inc.		
<b>Street Address:</b>	96 Spring Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10012		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85934476	JUICERO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2123368001		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	212-336-8000		
<b>Email:</b>	ptodocket@arelaw.com		
<b>Correspondent Name:</b>	Amster, Rothstein & Ebenstein LLC		
<b>Address Line 1:</b>	90 Park Avenue		
<b>Address Line 2:</b>	Attn: Holly Pekowsky, Esq.		
<b>Address Line 4:</b>	New York, NEW YORK 10016		
<b>ATTORNEY DOCKET NUMBER:</b>	44914/1		
<b>NAME OF SUBMITTER:</b>	Holly Pekowsky		
<b>SIGNATURE:</b>	/Holly Pekowsky/		
<b>DATE SIGNED:</b>	03/25/2014		
<b>Total Attachments: 1</b>			
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**ASSIGNMENT**

WHEREAS, Doug Evans, an individual residing at 80 Dekalb Avenue, #Ph D Brooklyn NEW YORK 11201 ("Assignor"), is the owner of all right, title and interest in the mark JUICERO, and is the owner of an application therefor pending in the United States Patent and Trademark Office, Serial No. 85/934,476 (the "Mark" and the "Application"); and


WHEREAS, Juicero, Inc., a Delaware corporation with an address at 96 Spring Street, New York, New York 10012 ("Assignee") is desirous of acquiring all of the right, title and interest of Assignor in and to the Mark and Application.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor as of the date hereof, does hereby assign, transfer and deliver all of his right, title and interest in and to the Mark and Application for the goods and services included in the Application, together with that part of the business of Assignor and with that part of the goodwill of the business of Assignor connected with the use of and symbolized by such Mark and Application therefor, and all income, royalties, damages and payments now or hereafter due or payable in respect to such Mark and Application and all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement and/or dilution of the same, to Assignee.

Assignor hereby agrees to sign all additional lawful papers and to perform all other lawful acts which Assignee may reasonably request to make this Assignment fully effective.

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly executed on the date which appears below.

Dated: ~~Brooklyn~~ <sup>Menlo Park, CA</sup>, New York  
March 25, 2014 

  
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DOUG EVANS