

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM313313

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
Spartan Beverages, Inc.		04/23/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Crown Beverages LLC		
<b>Street Address:</b>	1600 N. Kraemer Boulevard		
<b>City:</b>	Anaheim		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92806		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77567596	SPARTAN	
<b>Registration Number:</b>	3829353	FUEL YOUR WARRIOR	
<b>Registration Number:</b>	3958621	GODDESS	
<b>Registration Number:</b>	4242382	SPARTOS	
<b>Registration Number:</b>	4202773	S	
<b>Registration Number:</b>	4250469	G	
<b>Serial Number:</b>	85253456	GO JAVA	
<b>Serial Number:</b>	85568602	GODDESS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9497609502		
<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>			
<b>Phone:</b>	(949) 760-0404		
<b>Email:</b>	efiling@knobbe.com		
<b>Correspondent Name:</b>	Knobbe Martens Olson & Bear, LLP		
<b>Address Line 1:</b>	2040 Main Street, 14th Floor		
<b>Address Line 2:</b>	Attn: Lori Lee Yamato		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92614		
<b>ATTORNEY DOCKET NUMBER:</b>	CRWNB.002T-009T		
<b>NAME OF SUBMITTER:</b>	Lori Lee Yamato		

OP \$215.00 77567596

<b>SIGNATURE:</b>	/lori lee yamato/
<b>DATE SIGNED:</b>	08/07/2014
<b>Total Attachments: 4</b> source=2014-04-23 Fully Executed Confirmation of Trademark Assignment1 - CRWNB.001LIC#page1.tif source=2014-04-23 Fully Executed Confirmation of Trademark Assignment1 - CRWNB.001LIC#page2.tif source=2014-04-23 Fully Executed Confirmation of Trademark Assignment1 - CRWNB.001LIC#page3.tif source=2014-04-23 Fully Executed Confirmation of Trademark Assignment1 - CRWNB.001LIC#page4.tif	

**CONFIRMATION OF TRADEMARK ASSIGNMENT**

This Confirmation of Trademark Assignment (hereinafter referred to as "Assignment") is by and between Spartan Beverages, Inc., a Delaware corporation having a place of business at 25540 Longfellow Place, Stevenson Ranch, California 91381 (hereinafter referred to as "Spartan"), and Crown Beverages LLC, a California limited liability company, having a place of business at 1600 N. Kraemer Boulevard, Anaheim, California 92806 (hereinafter referred to as "Crown Beverages").

The parties acknowledge that, effective as of April 23, 2014 ("Effective Date"), for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Spartan sold, assigned and transferred to Crown Beverages the entire right, title, and interest in and to the Trademarks and Registrations (defined below), and any and all other registered or unregistered trademarks owned or used anywhere in the world prior to the Effective Date by Spartan or any of its licensees and all worldwide rights appurtenant thereto, including without limitation, all goodwill associated with and symbolized by such marks, common law rights, trade name rights, causes of action and the right to recover for past infringement, concurrent with the transfer of certain tangible assets as indicia of the goodwill in the assigned trademarks, and Spartan's business pertaining to the foregoing trademarks, including without limitation the Trademarks and Registrations.

Spartan represents and warrants, to the best of its knowledge: (i) that prior to the Effective Date, it was the sole owner of the trademarks listed in Schedule A, attached hereto and incorporated herein by this reference, and all other worldwide rights appurtenant thereto, including, but not limited to, all goodwill associated with and symbolized by the marks, common law rights, trade name rights, causes of action and the right to recover for past infringement (hereinafter collectively referred to as the "Trademarks"); (ii) that prior to the Effective Date, it was the owner of the applications and registrations listed in Schedule B (hereinafter referred to as the "Registrations"); (iii) that prior to the Effective Date, it and/or its licensees had used and were using the Trademarks, that the Trademarks had acquired goodwill associated with and symbolized by the Trademarks, and had not abandoned the Trademarks or any rights thereto.

IN WITNESS WHEREOF, the parties have caused this instrument to be executed, effective as of the Effective Date.

SPARTAN BEVERAGES, INC.  
("Spartan")

CROWN BEVERAGES LLC  
("Crown Beverages")

By: [Signature]  
Kirk Bardin, President

By: [Signature]  
Tom Ling, President

Date: July 17, 2014

Date: 7/22/14

STATE OF CALIFORNIA }  
COUNTY OF } ss.

On July 17, 2014, before me, Destry D Weaver (Notary Public), personally appeared Kirk Bardin, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

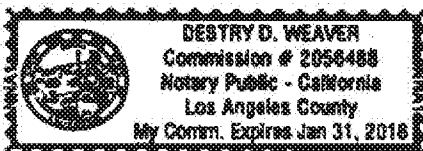
I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[SEAL]

[Signature]  
Signature

18442204  
071814



SCHEDULE A - Trademarks

SPARTINI

PROTEIN VITALITY

ANSWER THE CALL

GODDESS

GO JAVA



SPARTOS

GODDESS

FUEL YOUR WARRIOR

e·lite

god·dess

he·ro

SPARTAN

SPARTAN HERO

SPARTAN ELITE

SPARTAN GODDESS

FUEL YOUR WARRIOR

SPARTAN BEVERAGES

HERO


SCHEDULE B - Applications and Registrations

Applications:

MARK	APP. NO. FILING DATE	CLASS
GODDESS	85568602 13-MAR-2012	32
GO JAVA	85253456 28-FEB-2011	30, 32
SPARTAN	77567596 11-SEP-2008	32

SPARTAN	85883909 22-MAR-2013	32
PROTEIN VITALITY	85727285 12-SEP-2012	32
ANSWER THE CALL	85580205 26-MAR-2012	32
e•lite	77646755 09-JAN-2009	32
god•dess	77646772 09-JAN-2009	32
he•ro	77646798 09-JAN-2009	32
SPARTAN HERO	77487037 30-MAY-2008	5
SPARTAN ELITE	77453430 21-APR-2008	5
SPARTAN GODDESS	77447905 14-APR-2008	5
FUEL YOUR WARRIOR	77447912 14-APR-2008	5
SPARTAN BEVERAGES	77446198 11-APR-2008	5

**Registrations:**

MARK	APP. NO. FILING DATE	REG. NO. REG. DATE	CLASS
	85003020 31-MAR-2010	4250469 27-NOV-2012	32
	85003013 31-MAR-2010	4202773 04-SEP-2012	5, 32
SPARTOS	77969770 26-MAR-2010	4242382 13-NOV-2012	5, 32
GODDESS	77801980 11-AUG-2009	3958621 10-MAY-2011	32
FUEL YOUR WARRIOR	77739670 18-MAY-2009	3829353 03-AUG-2010	32