

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM335331

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Black Label Beverage Company, Inc.	FORMERLY Black Label Beverage Corp.	03/12/2015	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Kelly Pioneer Group, LLC		
Street Address:	601 Pennsylvania Avenue		
City:	Washington		
State/Country:	D.C.		
Postal Code:	20004		
Entity Type:	LIMITED LIABILITY COMPANY: D.C.		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4385185	BLACK LABEL	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Phone:	914-253-3443		
Email:	paul.lee@pepsico.com, kelly.lasaponara@pepsico.com		
Correspondent Name:	Paul A. Lee c/o PepsiCo, Inc.		
Address Line 1:	700 Anderson Hill Road		
Address Line 4:	Purchase, NEW YORK 10577		
ATTORNEY DOCKET NUMBER:	KALBLACK LABEL ASSIGNMENT		
NAME OF SUBMITTER:	Paul A. Lee		
SIGNATURE:	/Paul A. Lee/		
DATE SIGNED:	03/17/2015		
Total Attachments: 1			
source=BLACK LABEL Assignment from Black Label Beverage Company to Kelly Pioneer Group#page1.tif			

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TRADEMARK/SERVICE MARK ASSIGNMENT

WHEREAS Black Label Beverage Company, Inc. ("Assignor"), a New York corporation, formerly known as Black Label Beverage Corp., with an address at P.O. Box 8618, 421 8th Avenue, New York, NY 10001, is the owner of the trademark registered in the United States Patent and Trademark Office listed below (hereinafter the "Trademark"):

Trademark:	Application Serial No./ Filing Date	Reg. No./ Reg. Date
BLACK LABEL	85617796 May 5, 2012	4385185 August 13, 2013

WHEREAS Kelly Pioneer Group, LLC ("Assignee"), a DC Limited Liability Company, of 601 Pennsylvania Avenue, NW, Washington, DC 20004, is desirous of acquiring the Trademark and all applications and registrations therefor; and

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign to the Assignee all right, title and interest in and to the Trademark, and any applications or registrations therefor, together with the goodwill of the business symbolized by the Trademark and all related common law rights, and the right to sue for past infringement.

Black Label Beverage Company, Inc.

By: [Signature]
Name: Edmond Sukalic
Title: Chief Executive Officer

Date: March 12, 2015

State of New York :
: ss
County of New York :

On the 12 day of March, 2015, before me personally came Edmond Sukalic, to me known, who, being by me duly sworn, did depose and say that he resides in New York, NY; that he is the individual described in and which executed the above instrument; and that he signed his name thereto by authority duly held.

[Signature] Notary Public
ROBERT P. MOLLANTURN, JR.
NOTARY PUBLIC
STATE OF NEW YORK
NO. 4820-001
QUALIFIED IN WESTFORD COUNTY
COMM. EXPIRES
SEPTEMBER 15, 2018