

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM335332

<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>
Kelly Pioneer Group, LLC		03/16/2015	LIMITED LIABILITY COMPANY: D.C.
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PepsiCo, Inc.		
<b>Street Address:</b>	700 Anderson Hill Road		
<b>City:</b>	Purchase		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10577		
<b>Entity Type:</b>	CORPORATION: NORTH CAROLINA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4385185	BLACK LABEL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	914-253-3443		
<b>Email:</b>	paul.lee@pepsico.com, kelly.lasaponara@pepsico.com		
<b>Correspondent Name:</b>	Paul A. Lee c/o PepsiCo, Inc.		
<b>Address Line 1:</b>	700 Anderson Hill Road		
<b>Address Line 4:</b>	Purchase, NEW YORK 10577		
<b>ATTORNEY DOCKET NUMBER:</b>	KALBLACK LABEL ASSIGNMENT		
<b>NAME OF SUBMITTER:</b>	Paul A. Lee		
<b>SIGNATURE:</b>	/Paul A. Lee/		
<b>DATE SIGNED:</b>	03/17/2015		
<b>Total Attachments: 1</b>			
source=BLACK LABEL Assignment from Kelly Pioneer Group to PepsiCo#page1.tif			

CH \$40.00 4385185

TRADEMARK/SERVICE MARK ASSIGNMENT

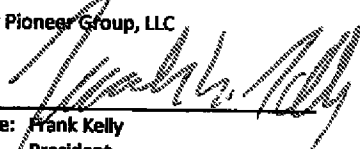
WHEREAS Kelly Pioneer Group, LLC ("Assignor"), a DC Limited Liability Company, of 601 Pennsylvania Avenue, NW, Washington, DC 20004, is the owner of the trademark registered in the United States Patent and Trademark Office listed below (hereinafter the "Trademark"):

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

WHEREAS PepsiCo, Inc. ("Assignee"), a North Carolina corporation, of 700 Anderson Hill Road, Purchase, NY 10577, 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.

Kelly Pioneer Group, LLC

By:   
Name: Frank Kelly  
Title: President

*Commissioner of Virginia, City of Alexandria*  
Date: March 17, 2015  
District of Columbia : ss

On the 17 day of March, 2015, before me personally came Frank Kelly, to me known, who, being by me duly sworn, did depose and say that he has an address in Washington, DC; that he is the individual described in and which executed the above instrument; and that he signed his name thereto by authority duly held.

  
Notary Public

