

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM335332

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kelly Pioneer Group, LLC		03/16/2015	LIMITED LIABILITY COMPANY: D.C.
RECEIVING PARTY DATA			
Name:	PepsiCo, Inc.		
Street Address:	700 Anderson Hill Road		
City:	Purchase		
State/Country:	NEW YORK		
Postal Code:	10577		
Entity Type:	CORPORATION: NORTH CAROLINA		
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 Kelly Pioneer Group to PepsiCo#page1.tif			

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TRADEMARK/SERVICE MARK ASSIGNMENT

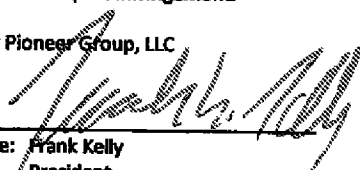
WHEREAS Kelly Pioneer Group, LLC ("Assignor"), a DC Limited Liability Company, of 601 Pennsylvania Avenue, NW, Washington, DC 20004, is the owner of the trademark registered in the United States Patent and Trademark Office listed below (hereinafter the "Trademark"):

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

