

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM337659

| | | | |
|---|--|-----------------------|---------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Randy Appell | | 01/12/2015 | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | Spartan Brands, Inc. | | |
| Street Address: | 451 Park Avenue South | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10018 | | |
| Entity Type: | CORPORATION: NEW YORK | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4403243 | ICEDC | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2122168001 | | |
| <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: | 212 216-8000 | | |
| Email: | docket@tarterkrinsky.com | | |
| Correspondent Name: | Philip Y. Braginsky | | |
| Address Line 1: | 1350 Broadway | | |
| Address Line 4: | New York, NEW YORK 10018 | | |
| ATTORNEY DOCKET NUMBER: | 6584 DTP548 | | |
| NAME OF SUBMITTER: | Philip Y. Braginsky | | |
| SIGNATURE: | /philip y. braginsky/ | | |
| DATE SIGNED: | 04/08/2015 | | |
| Total Attachments: 1 | | | |
| source=randyappellassignment#page1.tif | | | |

CH \$40.00 4403243

EXHIBIT A

TRADEMARK ASSIGNMENT

WHEREAS, Mr. Randy Appell, having a place of business at 11 Colgate Lane, Woodbury, New York ("Assignor"), is indicated by the United States Patent and Trademark Office as the owner of the trademark registration for the mark ICEDC, which is more specifically described below (the "Mark"), and all of the goodwill associated with the Mark;

WHEREAS, it is the intention of Assignor to assign, transfer and convey to Spartan Brands, Inc., a New York corporation, having a place of business at 451 Park Avenue South, New York, New York ("Assignee"), the Mark and all of the goodwill associated therewith;


NOW, THEREFORE, for fair and good consideration acknowledged to herein by Assignee, Assignor hereby assigns, transfers and conveys to Assignee, its successors, and assigns, any of Assignor's rights, title and interest in and to:

U.S. Trademark Registration No. 4,403,243 for the trademark ICEDC for concentrates, syrups or powders used in the preparation of soft drinks;

and all foreign counterparts, the goodwill associated therewith, all income, royalties, damages, and payments now or hereafter due or payable with respect thereto, all causes of action (in law and equity) and the right to sue, counterclaim, and recover for past, present, and future infringement, misappropriation, or dilution of the rights hereunder.

Assignor, as of the date of execution of this Assignment, agrees, without further consideration, to cause to be performed such lawful acts and to execute such further documents regarding the rights assigned, transferred and conveyed herein, as reasonably requested by Assignee or its successors or assigns.

WHEREFORE, Assignor has duly executed this Trademark Assignment on the date indicated below.



Randy Appell

1/12/15

Date