

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM354008

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
POMWonderful LLC		09/01/2015	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	POM Wonderful Holdings LLC
Street Address:	11444 West Olympic Blvd., 10th Floor
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90064
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 68

Property Type	Number	Word Mark
Serial Number:	86206254	A HEALTHY DOSE OF WONDERFUL
Registration Number:	4739683	POM WONDERFUL
Serial Number:	85642778	POM WONDERFUL
Serial Number:	76244362	POM WONDERFUL
Serial Number:	86611572	POM WONDERFUL
Registration Number:	3687491	POM WONDERFUL
Registration Number:	2780314	POM WONDERFUL
Registration Number:	2864641	POM WONDERFUL
Registration Number:	3687492	POM WONDERFUL
Serial Number:	86611574	POM WONDERFUL
Registration Number:	4715701	SIMPLY WONDERFUL
Serial Number:	86190983	WONDERFUL POP
Serial Number:	86190988	WONDERFUL SODA
Serial Number:	77130897	POM WONDERFUL
Serial Number:	86385966	BLOODY POM
Registration Number:	4682599	
Serial Number:	86136611	HULA
Registration Number:	4050428	LITE POM

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	86562741	POM
Registration Number:	4739684	POM
Serial Number:	85642784	POM
Registration Number:	2637053	POM
Serial Number:	86385979	POM
Serial Number:	85396556	POM
Serial Number:	78626152	POM
Serial Number:	78626155	POM
Registration Number:	3047447	POM
Serial Number:	86385978	POM
Serial Number:	86562743	POM
Serial Number:	85396620	POM
Serial Number:	85396597	POM
Serial Number:	86106181	POM ADE
Serial Number:	77724036	POM AID
Registration Number:	3013614	POM BEACH
Serial Number:	86682219	POM BEET 'EM, BUST 'EM
Registration Number:	4662078	POM COCONUT
Serial Number:	86682237	POM GOJI FOR THE GOLD
Registration Number:	4495348	POM HULA
Registration Number:	4605932	POM HULA
Serial Number:	86110885	POM HULA
Registration Number:	3337435	POM IN A PILL
Registration Number:	3332875	POM IN A PILL
Serial Number:	85448148	POM KID
Registration Number:	4665792	POM MANGO
Registration Number:	2944482	POM PASSION
Serial Number:	86562742	POM POP
Serial Number:	85454985	POM POWER
Registration Number:	4179864	POM TEA POMEGRANATE TEA
Serial Number:	86278793	POM TEA
Registration Number:	3411595	POM TEA
Registration Number:	2960192	POMARITA
Registration Number:	2981525	POMARITA
Registration Number:	3262516	POMBASSADOR
Registration Number:	3382338	POMEBERRY
Registration Number:	2981524	POMTINI
Registration Number:	2960193	POMTINI

Property Type	Number	Word Mark
Serial Number:	86285254	POMTOM
Registration Number:	3562516	POMX
Registration Number:	3674405	POMX
Registration Number:	3791124	P MX
Serial Number:	85396642	POMX
Registration Number:	3562517	POMX
Registration Number:	3667882	POMX SHOTS
Registration Number:	3998661	POMX TEA
Serial Number:	77083603	ANTIOXIDANT SUPERPILL
Registration Number:	3382295	ANTIOXIDANT SUPERPOWER
Serial Number:	78772791	POMEGREAT
Registration Number:	3436526	POMEGRANATE

CORRESPONDENCE DATA

Fax Number:

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.

Email: brittany.lichtig@roll.com

Correspondent Name: LaTunda Powell, Trademark Administrator

Address Line 1: 11444 West Olympic Blvd., 10th Floor

Address Line 4: Los Angeles, CALIFORNIA 90064

ATTORNEY DOCKET NUMBER:	123875
NAME OF SUBMITTER:	LaTunda Powell
SIGNATURE:	/latunda powell/
DATE SIGNED:	09/03/2015

Total Attachments: 5

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UNITED STATES
ASSIGNMENT OF TRADEMARK

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, **POMWONDERFUL LLC** (“Assignor”), a limited liability company organized and existing under the laws of Delaware, whose business address is at 11444 West Olympic Boulevard, 10th Floor, Los Angeles, California 90064, USA, hereby assigns and transfers to **POM WONDERFUL HOLDINGS LLC** (“Assignee”), a limited liability company organized and existing under the laws of Delaware, whose business address is at 11444 West Olympic Boulevard, 10th Floor, Los Angeles, California 90064, USA, effective as of September 1, 2015 (the “Effective Date”), the following:

A. All right, title, and interest held by Assignor in and to the business names, trade names, and/or service marks, and the application and/or registration therefor, listed in **Exhibit A** attached hereto and incorporated herein by this reference (hereinafter referred to as the “Mark”);

B. The goodwill of the business connected with the use of and symbolized by the Mark, as part of the transfer of all business to which the Mark pertains, and including all associated artwork, labels, and package designs and other assets that uniquely reflect the Mark; and


C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present or future infringement of said Mark or injury to said goodwill, together with the right to sue or recover the same in Assignee’s name.

IN WITNESS WHEREOF, the undersigned have hereunto executed this Assignment, in one or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

Date: August 31, 2015

Assignor:

POMWONDERFUL LLC,
a Delaware limited liability company

By: 
Craig B. Cooper, Senior Vice President

Assignee:

POM WONDERFUL HOLDINGS LLC,
a Delaware limited liability company

By: 
Craig B. Cooper, Senior Vice President

EXHIBIT A**MARKS**

Country	Trademarks	Application Date/ Application No.	Registration Date/ Registration No.
United States	A HEALTHY DOSE OF WONDERFUL	27-Feb-2014 86206254	
United States	POM POMS WONDERFUL		
United States	POM POMS WONDERFUL & Design		
United States	POM WONDERFUL	04-Jun-2012 85975947	19-May-2015 4739683
United States	POM WONDERFUL	04-Jun-2012 85642778	
United States	POM WONDERFUL	19-Apr-2001 76244362	22-Oct-2002 2640835
United States	POM WONDERFUL	27-Apr-2015 86611572	
United States	POM WONDERFUL	12-May-2005 78628764	22-Sep-2009 3687491
United States	POM WONDERFUL & Design (Logo)	11-Dec-2001 76347919	04-Nov-2003 2780314
United States	POM WONDERFUL & Design (Logo)	04-Aug-2003 76534468	20-Jul-2004 2864641
United States	POM WONDERFUL & Design (Logo)	12-May-2005 78628813	22-Sep-2009 3687492
United States	POM WONDERFUL & Design (Logo)	27-Apr-2015 86611574	
United States	SIMPLY WONDERFUL	20-Aug-2014 86372181	07-Apr-2015 4715701
United States	WONDERFUL POP	11-Feb-2014 86190983	
United States	WONDERFUL SODA	11-Feb-2014 86190988	
United States	POM WONDERFUL & Design (Logo)	14-Mar-2007 77130897	06-Jan-2009
United States	BLOODY POM	04-Sep-2014 86385966	
United States	Heart Design Bottle Cap	05-Mar-2013 85983252	03-Feb-2015 4682599
United States	HULA	05-Dec-2013 86136611	
United States	LITE POM & Design	11-Aug-2010 85105605	01-Nov-2011 4050428
United States	POM	12-Mar-2015 86562741	
United States	POM	04-Jun-2012 85976358	19-May-2015 4739684

Country	Trademarks	Application Date/ Application No.	Registration Date/ Registration No.
United States	POM	04-Jun-2012 85642784	
United States	POM	24-Apr-2001 76245687	15-Oct-2002 2637053
United States	POM	04-Sep-2014 86385979	
United States	POM	12-Aug-2011 85396556	
United States	POM	09-May-2005 78626152	
United States	POM & Design	09-May-2005 78626155	
United States	POM & Design	06-Oct-2003 76553991	24-Jan-2006 3047447
United States	POM & Design	04-Sep-2014 86385978	
United States	POM & Design	12-Mar-2015 86562743	
United States	POM & Design	12-Aug-2011 85396620	
United States	POM & Design	12-Aug-2011 85396597	
United States	POM ADE	30-Oct-2013 86106181	
United States	POM AID	28-Apr-2009 77724036	
United States	POM BEACH	20-May-2003 76538619	08-Nov-2005 3013614
United States	POM BEET 'EM, BUST 'EM	02-Jul-2015 86682219	
United States	POM COCONUT TRADE DRESS	18-Nov-2013 86122068	30-Dec-2014 4662078
United States	POM GOJI FOR THE GOLD	02-Jul-2015 86682237	
United States	POM HULA	28-Mar-2012 85582937	11-Mar-2014 4495348
United States	POM HULA & Design	28-Mar-2012 85582931	16-Sep-2014 4605932
United States	POM HULA Trade Dress	05-Nov-2013 86110885	
United States	POM IN A PILL	28-Aug-2006 78961648	13-Nov-2007 3337435
United States	POM IN A PILL & Design	08-Sep-2006 78969991	06-Nov-2007 3332875
United States	POM KID	14-Oct-2011 85448148	
United States	POM MANGO TRADE DRESS	05-Nov-2013 86110964	06-Jan-2015 4665792

Country	Trademarks	Application Date/ Application No.	Registration Date/ Registration No.
United States	POM PASSION	03-Feb-2003 76486864	26-Apr-2005 2944482
United States	POM POMS		
United States	POM POMS & Design		
United States	POM POP & Design	12-Mar-2015 86562742	
United States	POM POWER	24-Oct-2011 85454985	
United States	POM TEA & DESIGN (Logo)	09-Jun-2005 78647692	24-Jul-2012 4179864
United States	POM TEA & DESIGN (New Logo)	12-May-2014 86278793	
United States	POM TEA (plain text)	07-Aug-2007 77249106	15-Apr-2008 3411595
United States	POM TOM	19-May-2014	
United States	POMARITA	03-Dec-2002 76473207	07-Jun-2005 2960192
United States	POMARITA	20-Aug-2003 76538620	02-Aug-2005 2981525
United States	POMbassador	25-May-2005 78636967	10-Jul-2007 3262516
United States	POMeberry	07-Jun-2004 76595858	12-Feb-2008 3382338
United States	POMTINI	20-Aug-2003 76538618	02-Aug-2005 2981524
United States	POMTINI	03-Dec-2002 76473209	07-Jun-2005 2960193
United States	POMTOM	19-May-2014 86285254	
United States	POMx	06-Jul-2005 78664816	13-Jan-2009 3562516
United States	POMx	11-Nov-2008 77611932	25-Aug-2009 3674405
United States	POMx (Design)	19-Feb-2009 77674156	18-May-2010 3791124
United States	POMx (Design)	12-Aug-2011 85396642	
United States	POMx (Design)	06-Jul-2005 78664836	13-Jan-2009 3562517
United States	POMx SHOTS	23-Dec-2005 78780508	11-Aug-2009 3667882
United States	POMx TEA & Design	30-Apr-2009 77726621	19-Jul-2011 3998661
United States	ANTIOXIDANT SUPERPILL	16-Jan-2007 77083603	
United States	ANTIOXIDANT SUPERPOWER	03-Dec-2002 76473208	12-Feb-2008 3382295

Country	Trademarks	Application Date/ Application No.	Registration Date/ Registration No.
United States	POMEGREAT	12-14-2005 78772791	
United States	POMEGRANATE & Design (Capital "P")	22-Oct-2003 76556753	27-May-2008 3436526