

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM356595

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>SEQUENCE:</b>	1		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
POMWonderful LLC		09/01/2015	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	POM Wonderful Holdings LLC		
<b>Street Address:</b>	11444 West Olympic Blvd., 10th Floor		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90064		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78534910	THE ANTIOXIDANT POWER OF POMEGRANATE JUI	
<b>Serial Number:</b>	78534906	THE POWER OF POMEGRANATE JUICE	
<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>Email:</b>	brittany.lichtig@roll.com		
<b>Correspondent Name:</b>	LaTunda Powell, Trademark Administrator		
<b>Address Line 1:</b>	11444 West Olympic Blvd., 10th Floor		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90064		
<b>ATTORNEY DOCKET NUMBER:</b>	123875		
<b>NAME OF SUBMITTER:</b>	LaTunda Powell		
<b>SIGNATURE:</b>	/LaTunda Powell/		
<b>DATE SIGNED:</b>	09/28/2015		
<b>Total Attachments: 2</b>			
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source=US TM Assignment- POMWonderful LLC to POM Wonderful Holdings LLC v2#page2.tif			

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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**

<b>Country</b>	<b>Trademarks</b>	<b>Application Date/ Application No.</b>	<b>Registration Date/ Registration No.</b>
United States	THE ANTIOXIDANT POWER OF POMEGRANATE JUICE	17-Dec-2004 78534910	05-Dec-2006 3182054
United States	THE POWER OF POMEGRANATE JUICE	17-Dec-2004 78534906	27-Jan-2009 3568594
United States	SUPER TEA		