

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM360935

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SMS Beverages, LLC		11/02/2015	LIMITED LIABILITY COMPANY: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Fortis Beverages, LLC		
Street Address:	1737 South Logan Boulevard		
City:	Hollidaysburg		
State/Country:	PENNSYLVANIA		
Postal Code:	16648		
Entity Type:	LIMITED LIABILITY COMPANY: PENNSYLVANIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4728249	FORMULA 5	
CORRESPONDENCE DATA			
Fax Number:	8142832019		
<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:	(814) 283-2000		
Email:	ctmichelone@mqblaw.com		
Correspondent Name:	Christopher T. Michelone		
Address Line 1:	601 Hawthorne Drive		
Address Line 2:	Suite 2A		
Address Line 4:	Hollidaysburg, PENNSYLVANIA 16648		
NAME OF SUBMITTER:	Christopher T. Michelone		
SIGNATURE:	/Christopher T. Michelone/		
DATE SIGNED:	11/03/2015		
Total Attachments: 2			
source=SMSAssign#page1.tif			
source=SMSAssign#page2.tif			

CH \$40.00 4728249

ASSIGNMENT OF TRADEMARK

SMS BEVERAGES, LLC ("Assignor"), in consideration of **One Dollar and 00/100 (\$1.00)** and other good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound, hereby assigns and conveys its interest and goodwill in the registered trademark at USPTO registration number 4,728,249 and serial number 85/968,272, known as "FORMULA 5" to **FORTIS BEVERAGES, LLC**, its successors and assigns ("Assignee").

The Assignor warrants to the Assignee that the Assignor has the authority to transfer its interests and goodwill in said trademark. The Assignor agrees to defend, hold harmless, and indemnify the Assignee against all persons claiming said interest.

The Assignor acknowledges that it will no longer own any interest in the trademark. The Assignor accepts the consideration given for this Assignment as full payment for its entire interest in the trademark.

Dated: November 2, 2015

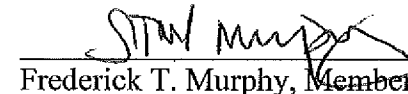
SMS BEVERAGES, LLC



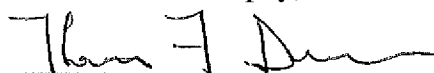
Peter D. Fitzpatrick, Member



Sean F. Dillon, Member



Frederick T. Murphy, Member




Thomas F. Dwyer, Member

ACCEPTANCE

The undersigned Assignee, **FORTIS BEVERAGES, LLC**, hereby accepts the within assignment of Assignor's entire interest and goodwill to us in the U.S. trademark application serial number 85/968,272, a graphical mark with the literal element "FORMULA 5"

Dated: November 2, 2015

FORTIS BEVERAGES, LLC



Frederick T. Murphy, Member