# TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM363519

| | |
|---|---|
| **SUBMISSION TYPE:** | RESUBMISSION |
| **NATURE OF CONVEYANCE:** | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |
| **RESUBMIT DOCUMENT ID:** | 900344083 |

**CONVEYING PARTY DATA**

| Name | Formerly | Execution Date | Entity Type |
|---|---|---|---|
| MONSTER ENERGY COMPANY | | 06/12/2015 | CORPORATION: DELAWARE |

**RECEIVING PARTY DATA**

| | |
|---|---|
| **Name:** | THE COCA-COLA COMPANY |
| **Street Address:** | One Coca-Cola Plaza |
| **City:** | Atlanta |
| **State/Country:** | GEORGIA |
| **Postal Code:** | 30313 |
| **Entity Type:** | CORPORATION: DELAWARE |

**PROPERTY NUMBERS Total: 42**

| Property Type | Number | Word Mark |
|---|---|---|
| **Registration Number:** | 4158945 | ANGELENO |
| **Registration Number:** | 3053402 | BLUE SKY |
| **Registration Number:** | 4036188 | CADDY SHACK |
| **Serial Number:** | 77953639 | CARB COOL |
| **Serial Number:** | 86359274 | CONSUMING MAY CAUSE JOY |
| **Registration Number:** | 4003145 | FRUIT STIX |
| **Registration Number:** | 4487196 | GIVE PEACE A CHANCE |
| **Registration Number:** | 4614504 | CONSUMING THIS PRODUCT MAY CAUSE JOY |
| **Registration Number:** | 4352637 | HANSEN'S |
| **Registration Number:** | 4183623 | HANSEN'S |
| **Registration Number:** | 1258780 | HANSEN'S |
| **Registration Number:** | 4125192 | NATURAL HANSEN'S CANE SODA |
| **Registration Number:** | 2673954 | HANSEN'S NATURAL MULTI-VITAMIN JUICE SLA |
| **Registration Number:** | 3049284 | HANSEN'S NATURAL SODA |
| **Registration Number:** | 4485411 | HANSEN'S SLIM DOWN |
| **Registration Number:** | 3470780 | HANSEN'S SMOOTHIE |
| **Registration Number:** | 4708485 | HANSEN'S SUPERNATURALS |
| **Registration Number:** | 4025054 | HUBERT'S |

| Property Type | Number | Word Mark |
|---|---|---|
| **Registration Number:** | 3424765 | IMPORTED FROM NATURE |
| **Registration Number:** | 3424766 | IMPORTED FROM NATURE |
| **Registration Number:** | 2358619 | JUICE BLAST |
| **Registration Number:** | 3679213 | JUICE SLAM |
| **Registration Number:** | 4143768 | JUNIOR JUICE COCONUT WATER TWIST |
| **Registration Number:** | 3991193 | JUNIOR JUICE GARDEN TWIST |
| **Registration Number:** | 3628316 | JUNIOR WATER |
| **Registration Number:** | 4288144 | ONLY THE BEST WILL DO |
| **Registration Number:** | 4654291 | PEACE PEACE TEA BEVERAGE CO |
| **Registration Number:** | 4650366 | PEACE PEACE TEA BEVERAGE CO |
| **Registration Number:** | 3838986 | PEACE TEA |
| **Registration Number:** | 4404316 | REACH FOR THE SKY |
| **Registration Number:** | 3785527 | SELF BEAUTY ELIXIR |
| **Registration Number:** | 3804177 | TRIFECTA |
| **Registration Number:** | 3538751 | VIDRATION |
| **Registration Number:** | 4269836 | |
| **Registration Number:** | 3816275 | YOUTH BEAUTY SELF BEAUTY ELIXIR |
| **Serial Number:** | 85780611 | PEACE LEMONADE |
| **Serial Number:** | 86045627 | PEACE LOVE TEA |
| **Serial Number:** | 85631002 | |
| **Serial Number:** | 85828745 | PEACE TEA CO. |
| **Serial Number:** | 85554936 | PRE PREBIOTICS |
| **Serial Number:** | 86109496 | VITAMAX |
| **Serial Number:** | 86109539 | VITAMAX JUICE |

**CORRESPONDENCE DATA**

**Fax Number:** 4049636231

***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:** abates@bates-bates.com, kdawson@bates-bates.com

**Correspondent Name:** Andrea E. Bates

**Address Line 1:** 1890 Marietta Blvd NW

**Address Line 4:** Atlanta, GEORGIA 30318

| | |
|---|---|
| **NAME OF SUBMITTER:** | Andrea E. Bates |
| **SIGNATURE:** | /Andrea E. Bates/ |
| **DATE SIGNED:** | 11/24/2015 |

**Total Attachments: 9**

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# RECORDABLE INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

## [United States of America]

This Intellectual Property Assignment Agreement (this "IP Assignment"), is dated and effective as of June 12, 2015, by and among MONSTER ENERGY COMPANY, a Delaware corporation (the "Assignor"), and THE COCA-COLA COMPANY, a Delaware corporation ("TCCC").

WHEREAS, Assignor has conveyed, transferred and assigned to TCCC, certain intellectual property of Assignor, and has agreed to execute and deliver this IP Assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the parties hereto, intending to be legally bound, agree as follows:

1. Assignment. Assignor, on its behalf and on behalf of its subsidiaries, hereby irrevocably conveys, transfers and assigns to TCCC, and TCCC hereby accepts, all of Assignor's and its subsidiaries' right, title and interest in and to the following (the "Assigned IP"):

(a) The trademarks, service marks, names, corporate names, trade names, logos, slogans, trade dress, design rights and other similar designations of source or origin set forth in Schedule 1 hereto, together with the goodwill symbolized by any of the foregoing (the "Assigned Trademarks") as successor to the business of Assignor to which the Assigned Trademarks pertain;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world; and

(c) any and all rights to sue and collect damages, royalties and payments for past, present and future infringement, misappropriation or other violation thereof.

2. Recordation. Assignor, on its behalf and on behalf of its subsidiaries, and TCCC, as applicable, authorizes the Commissioner for Patents, the Commissioner for Trademarks and any other patent and trademark offices and other similar authorities anywhere in the world to record and register this IP Assignment upon request by TCCC, respectively.

3. Counterparts and Execution. This IP Assignment may be executed in two or more counterparts, all of which when taken together will be considered one and the same agreement and will become effective when counterparts have been signed by each party hereto and delivered to the other party, it being understood that all parties need not sign the same counterpart. In the event that any signature is delivered by facsimile transmission or by e-mail

delivery of a ".pdf" format data file, such signature will create a valid and binding obligation of the party executing (or on whose behalf such signature is executed) with the same force and effect as if such facsimile or ".pdf" signature page were an original thereof.

4. Successors and Assigns. This IP Assignment shall be binding upon and shall inure to the benefit of the parties hereto their respective successors and assigns.

IN WITNESS WHEREOF, the parties hereto have caused this IP Assignment to be duly executed as of the day and year first above written.

**MONSTER ENERGY COMPANY**

By: _____
Name: Greg Hall
Title: Vice President + Senior Legal Counsel

**THE COCA-COLA COMPANY**

By: _____
Name: Yoo-Sun Park
Title: Senior Managing Trademark & Design Counsel



TRADEMARK
REEL: 005675 FRAME: 0401

## SCHEDULE 1

## ASSIGNED TRADEMARKS

See Attachment.

| COUNTRY | MARK | APP. NO. | REG. NO |
|---|---|---|---|
| United States of America | ANGELENO | 85/306036 | 4158945 |
| United States of America | BLUE SKY (STYLIZED AND/OR WITH DESIGN) | 78/438731 | 3053402 |
| United States of America | CADDY SHACK | 85/127350 | 4036188 |
| United States of America | CARB COOL | 77/953639 | |
| United States of America | CONSUMING MAY CAUSE JOY | 86/359274 | |
| United States of America | CONSUMING THIS PRODUCT MAY CAUSE JOY | 85/846880 | 4614504 |
| United States of America | FRUIT STIX | 77/869595 | 4003145 |
| United States of America | GIVE PEACE A CHANCE | 85/809606 | 4487196 |

| COUNTRY | MARK | APP. NO. | REG. NO |
|---|---|---|---|
| United States of America | HANSEN'S | 85/609682 | 4352637 |
| United States of America | HANSEN'S | 77/816986 | 4183623 |
| United States of America | Hansen's<br>HANSEN'S (stylized) | 73/314429 | 1258780 |
| United States of America | Hansen's NATURAL CANE SODA<br>HANSEN'S NATURAL CANE SODA (Stylized and/or with design) | 85/385212 | 4125192 |
| United States of America | HANSEN'S NATURAL MULTI-VITAMIN JUICE SLAM | 76/199085 | 2673954 |
| United States of America | Hansen's NATURAL SODA | 78/449493 | 3049284 |

| COUNTRY | MARK | APP. NO. | REG. NO |
|---|---|---|---|
| | HANSEN'S NATURAL SODA & design | | |
| United States of America | HANSEN'S SLIM DOWN | 77/842825 | 4485411 |
| United States of America | HANSEN'S SMOOTHIE | 77/249221 | 3470780 |
| United States of America | HANSEN'S SUPERNATURALS | 85/111452 | 4708485 |
| United States of America | HUBERT'S | 85/115011 | 4025054 |
| United States of America | IMPORTED FROM NATURE | 78/969343 | 3424765 |
| United States of America | IMPORTED FROM NATURE | 78/969357 | 3424766 |
| United States of America | JUICE BLAST | 75/559891 | 2358619 |
| United States of America | JUICE SLAM | 77/669954 | 3679213 |
| United States of | JUNIOR JUICE COCONUT WATER TWIST | 85/227636 | 4143768 |

| COUNTRY | MARK | APP. NO. | REG. NO |
|---|---|---|---|
| America | | | |
| United States of America | JUNIOR JUICE GARDEN TWIST | 85/109261 | 3991193 |
| United States of America | JUNIOR WATER | 77/427827 | 3628316 |
| United States of America | ONLY THE BEST WILL DO | 85/589219 | 4288144 |
| United States of America | PEACE LEMONADE | 85/780611 | |
| United States of America | PEACE LOVE TEA | 86/045627 | |
| United States of America | PEACE PEACE TEA BEVERAGE CO | 86/171401 | 4654291 |
| United States of America | PEACE PEACE TEA BEVERAGE CO | 86/126155 | 4650366 |

| COUNTRY | MARK | APP. NO. | REG. NO |
|---|---|---|---|
| United States of America | PEACE SYMBOL Design | 85/631002 | |
| United States of America | PEACE TEA | 77/760706 | 3838986 |
| United States of America | PEACE TEA CO. | 85/828745 | |
| United States of America | PRE PREBIOTICS | 85/554936 | |
| United States of America | REACH FOR THE SKY | 85/642072 | 4404316 |
| United States of America | SELF BEAUTY ELIXIR | 77/522007 | 3785527 |
| United States of America | TRIFECTA | 77/663643 | 3804177 |
| United States of America | VIDRATION | 78/771591 | 3538751 |
| United States of America | VITAMAX | 86/109496 | |

| COUNTRY | MARK | APP. NO. | REG. NO |
|---|---|---|---|
| United States of America | VITAMAX JUICE | 86/109539 | |
| United States of America | WINKING LEMON DESIGN | 85/589229 | 4269836 |
| United States of America | YOUTH BEAUTY SELF BEAUTY ELIXIR (stylized and/or with design | 77/645229 | 3816275 |