

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM384538

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	01/19/2016		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Secret Squirrel Cold Brew, LLC		01/19/2016	Limited Liability Company: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Pure Steeps Beverage, LLC		
<b>Street Address:</b>	3110 East Miraloma Avenue		
<b>City:</b>	Anaheim		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92806		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85840061	SECRET SQUIRREL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3108586703		
<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>Phone:</b>	310 385 9501		
<b>Email:</b>	ted@gerdeslaw.com		
<b>Correspondent Name:</b>	Ted Gerdes		
<b>Address Line 1:</b>	8950 West Olympic Boulevard, Suite 382		
<b>Address Line 4:</b>	Beverly Hills, CALIFORNIA 90211		
<b>NAME OF SUBMITTER:</b>	Ted Gerdes		
<b>SIGNATURE:</b>	/ted gerdes/		
<b>DATE SIGNED:</b>	05/16/2016		
<b>Total Attachments: 1</b>			
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**EXHIBIT B**  
**TRADEMARK ASSIGNMENT**

**THIS TRADEMARK ASSIGNMENT** (the "Assignment") is made and entered into effect as of the 19<sup>th</sup> day of January 2016 by and between Secret Squirrel Cold Brew, LLC ("Assignor"), a California limited liability company, with an address at 4307 Whitsett Ave #104, Los Angeles, CA 91604, and Pure Steeps Beverage, LLC, a Delaware limited liability company, with an address at 3110 E. Miraloma Ave., Anaheim, CA 92806 (hereinafter referred to as "Assignee");

**WHEREAS**, Assignor is the owner of U.S. Trademark Application No. 85/840,061 for SECRET SQUIRREL (the "Mark") as recorded in the U.S. Patent and Trademark Office; and

**WHEREAS**, Assignee and Assignor desire to enter into this Assignment to effect the transfer of the Mark to Assignee; and

**NOW, THEREFORE**, for and in consideration of the premises and the mutual promises hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:


1. Transfer and Assignment. Assignor hereby transfers and assigns to Assignee all of its rights, title, and interest in and to the Mark, together with the goodwill associated herewith and the right to recover for damages and profits and other remedies for past infringements of the Mark and the right to prosecute this and any other applications or registrations of the Mark.

2. Further Documentation and Actions. Assignor hereby agrees to execute and deliver to Assignee any further documents and instruments, and to do any and all further reasonable acts, to vest in Assignee Assignor's right, title, and interest in and to the Mark, and to enable such right, title, and interest to be recorded in the United States Patent and Trademark Office and any other appropriate governmental authority or agency of the United States and internationally.

**"ASSIGNOR"**

**"ASSIGNEE"**

**SECRET SQUIRREL COLD BREW, LLC    PURE STEEPS BEVERAGE, LLC**

By:   
Trevor Smith, Co-Manager

By: Harris Freeman & Co., Inc.,  
Manager

By:   
Rebecca Smith, Co-Manager

By:   
Kishore Shah, CEO