


RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

To the Director, U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies): (List using letters or numbers for multiple parties)</p> <p>IMPACT BEVERAGE, LLC</p> <p>() Individual () General Partnership () Association () Limited Partnership (X) Other: Limited Liability Company () Corporation of:</p> <p>Additional name(s) of conveying party(ies) attached? () Yes (X) No</p>	<p>2. Name and address of receiving party(ies):</p> <p>Name: KNOBBE, MARTENS, OLSON & BEAR, LLP Internal Address: FOURTEENTH FLOOR Street Address: 2040 MAIN STREET City: IRVINE State: CA ZIP: 92614</p> <p>() Individual () General Partnership () Association () Limited Partnership (X) Other: California Limited Liability Partnership () Corporation of:</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: () Yes (X) No</p> <p>Additional name(s) and address(es) attached? () Yes (X) No</p>
<p>3. Nature of conveyance:</p> <p>() Assignment () Security Agreement () Merger () Change of Name (X) Other: Security Interest</p> <p>Execution Date: (List as in section 1 if multiple signatures) MAY 2, 2016</p>	<p>4. Application number(s) or registration number(s):</p> <p>a. Trademark Application No(s):</p> <p>b. Trademark Registration No(s): 4819044</p> <p>Additional numbers attached? (X) Yes () No</p>
<p>5. Party to whom correspondence concerning document should be mailed:</p> <p>Customer No. 20,995 Address: Knobbe, Martens, Olson & Bear, LLP 2040 Main Street, 14th Floor Irvine, CA 92614 Return Fax: (949) 760-9502 Attorney's Docket No.: IMPBV.UCC1</p>	<p>6. Total number of applications and registrations involved: 3</p> <p>7. Total fee (37 CFR 1.21(h)): \$90.00 (X) Authorized to be charged to deposit account</p>
<p>8. Deposit account number: 11-1410</p> <p>Please charge this account for any additional fees which may be required, or credit any overpayment to this account.</p>	
<p>9. Statement and signature.</p> <p>To the best of my knowledge and belief, the foregoing information is true and correct, and any attached copy is a true copy of the original document.</p> <p>STEVEN J. NATAUPSKY Name of Person Signing  Signature <u>5/26/16</u> Date</p> <p>Total number of pages including cover sheet, attachments and document: 7</p>	

CH \$90.00 4819044

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RECORDTM

<u>Case No.</u>	<u>Trademark Name:</u>	<u>Application No.</u>	<u>Filing Date:</u>	<u>Reg Date:</u>	<u>Reg No:</u>
IMPBV.002T	HEADON	86/301793	6/5/2014	9/22/2015	4819044
IMPBV.003T	Shield Design mark	86/383185	9/2/2014	9/1/2015	4805360
IMPBV.004T	LONG LIVE THE ATHLETE	86/401986	9/22/2014	11/10/2015	4852390

UCC FINANCING STATEMENT

FOLLOW INSTRUCTIONS

A. NAME & PHONE OF CONTACT AT FILER (optional) MICHELL DO (949) 760-0404
B. E-MAIL CONTACT AT FILER (optional) MICHELL.DO@KNOBBE.COM
C. SEND ACKNOWLEDGMENT TO: (Name and Address) KNOBBE, MARTENS, OLSON & BEAR, LLP 2040 MAIN STREET 14TH FLOOR IRVINE, CA 92614

Delaware Department of State
U.C.C. Filing Section
Filed: 08:45 PM 05/02/2016
U.C.C. Initial Filing No: 2016 2616280

Service Request No: 20162748713

THE ABOVE SPACE IS FOR FILING OFFICE USE ONLY

1. DEBTOR'S NAME: Provide only one Debtor name (1a or 1b) (use exact, full name, do not omit, modify, or abbreviate any part of the Debtor's name), if any part of the individual Debtor's name will not fit in line 1b, leave all of item 1 blank, check here and provide the individual Debtor information in item 10 of the Financing Statement Addendum (Form UCC1Ad)

1a. ORGANIZATION'S NAME IMPACT BEVERAGE, LLC			
OR	1b. INDIVIDUAL'S SURNAME	FIRST PERSONAL NAME	ADDITIONAL NAME(S)/INITIAL(S) SUFFIX
1c. MAILING ADDRESS 7350 E. PROGRESS PLACE, STE. 100		CITY GREENWOOD VILLAGE	STATE CO POSTAL CODE COUNTRY CO 80111 US

2. DEBTOR'S NAME: Provide only one Debtor name (2a or 2b) (use exact, full name, do not omit, modify, or abbreviate any part of the Debtor's name), if any part of the individual Debtor's name will not fit in line 2b, leave all of item 2 blank, check here and provide the individual Debtor information in item 10 of the Financing Statement Addendum (Form UCC1Ad)

2a. ORGANIZATION'S NAME			
OR	2b. INDIVIDUAL'S SURNAME	FIRST PERSONAL NAME	ADDITIONAL NAME(S)/INITIAL(S) SUFFIX
2c. MAILING ADDRESS		CITY	STATE POSTAL CODE COUNTRY

3. SECURED PARTY'S NAME (or NAME of ASSIGNEE of ASSIGNOR SECURED PARTY): Provide only one Secured Party name (3a or 3b)

3a. ORGANIZATION'S NAME KNOBBE, MARTENS, OLSON & BEAR, LLP			
OR	3b. INDIVIDUAL'S SURNAME	FIRST PERSONAL NAME	ADDITIONAL NAME(S)/INITIAL(S) SUFFIX
3c. MAILING ADDRESS 2040 MAIN ST. 14TH FLOOR		CITY IRVINE	STATE CA POSTAL CODE 92614 COUNTRY US

4. COLLATERAL: This financing statement covers the following collateral:
Collateral Description - please see attached

5. Check only if applicable and check only one box: Collateral is held in a Trust (see UCC1Ad, Item 17 and Instructions) being administered by a Decedent's Personal Representative

6a. Check only if applicable and check only one box:
 Public-Finance Transaction Manufactured-Home Transaction A Debtor is a Transmitting Utility

6b. Check only if applicable and check only one box:
 Agricultural Lien Non-UCC Filing

7. ALTERNATIVE DESIGNATION (if applicable): Lessee/Lessor Consignor/Consignor Seller/Buyer Bailor/Bailee Licensor/Licensee

8. OPTIONAL FILER REFERENCE DATA:
IMPBV - UCC1

All of debtor's intellectual property that is or has ever been the subject of secured party's representation and all files and records relating thereto, any recoveries from litigation involving such intellectual property, including, without limitation, any judgments, amounts paid in settlement, insurance proceeds and any awards of attorneys' fees and costs, and any other proceeds of such intellectual property, including, but not limited to, the property described below.

US Trademark & Trademark Applications

Reg No.	Reg. Date	Trademark Name
4819044	9/22/2015	HEADON
4805360	9/1/2015	SHIELD DESIGN MARK
4852390	11/10/2015	LONG LIVE THE ATHLETE

All of debtor's intellectual property that is or has ever been the subject of secured party's representation and all files and records relating thereto, any recoveries from litigation involving such intellectual property, including, without limitation, any judgments, amounts paid in settlement, insurance proceeds and any awards of attorneys' fees and costs, and any other proceeds of such intellectual property, including, but not limited to, the property described below.

Non US Trademark & Trademark Applications

Application No.	Filing Date	Reg No.	Reg. Date	Country	Trademark Name
		1242398	12/4/2014	AU	HEADON
1242398	12/4/2014			CN	
		1242398	12/4/2014	EM	HEADON
1242398	12/4/2014			IN	
		1242398	12/4/2014	JP	HEADON
		1242398	12/4/2014	KR	HEADON
1242398	12/4/2014			MX	
1242398	12/4/2014			RU	
3372718	12/5/2014			AR	
908716087	12/5/2014			BR	HEADON
1705795	12/4/2014			CA	
		222798	4/6/2015	PE	HEADON
		1242398	12/4/2014	WO	HEADON

All of debtor's intellectual property that is or has ever been the subject of secured party's representation and all files and records relating thereto, any recoveries from litigation involving such intellectual property, including, without limitation, any judgments, amounts paid in settlement, insurance proceeds and any awards of attorneys' fees and costs, and any other proceeds of such intellectual property, including, but not limited to, the property described below.

Non US Trademark & Trademark Applications

Application No.	Filing Date	Reg No.	Reg. Date	Country	Trademark Name
1270165	2/27/2015			AU	
1270165	2/27/2015			CN	
1270165	2/27/2015			CO	
1270165	2/27/2015			EM	SHIELD DESIGN MARK
1270165	2/27/2015			IN	
1270165	2/27/2015			JP	
1270165	2/27/2015			KR	
1270165	2/27/2015			MX	
1270165	2/27/2015			RU	
		2784016	2/5/2016	AR	SHIELD DESIGN MARK
909059977	3/3/2015			BR	SHIELD DESIGN MARK
1717381	3/2/2015			CA	

All of debtor's intellectual property that is or has ever been the subject of secured party's representation and all files and records relating thereto, any recoveries from litigation involving such intellectual property, including, without limitation, any judgments, amounts paid in settlement, insurance proceeds and any awards of attorneys' fees and costs, and any other proceeds of such intellectual property, including, but not limited to, the property described below.

Non US Trademark & Trademark Applications

Application No.	Filing Date	Reg No.	Reg. Date	Country	Trademark Name	
			227283	7/13/2015	PE	SHIELD DESIGN MARK
			1270165	2/27/2015	WO	SHIELD DESIGN MARK
			13847348	2/2/2016	EM	LONG LIVE THE ATHLET