

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM387998

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Peet's Trademark Company		06/09/2016	Corporation: VIRGINIA
RECEIVING PARTY DATA			
Name:	Peet's Operating Company		
Street Address:	1400 Park Avenue		
City:	Emeryville		
State/Country:	CALIFORNIA		
Postal Code:	94608		
Entity Type:	Corporation: WASHINGTON		
PROPERTY NUMBERS Total: 37			
Property Type	Number	Word Mark	
Registration Number:	3792614	P	
Registration Number:	3792616	P PEET'S COFFEE & TEA	
Registration Number:	3792617	P PEET'S COFFEE	
Registration Number:	3792618	P PEET'S TEA	
Registration Number:	3119132	PEET'S	
Registration Number:	3754110	TEA CRAFTED FROM EXPERIENCE	
Registration Number:	3754106	FRESH TRUTH	
Registration Number:	3879986	UZURI AFRICAN BLEND	
Registration Number:	1061798	GARUDA BLEND	
Registration Number:	4174155	ETHIOPIAN SUPER NATURAL	
Registration Number:	4187917	CAFE DOMINGO	
Registration Number:	4187960	CAFE SOLANO	
Registration Number:	1500867	PEET'S	
Registration Number:	4357000	P PEET'S COFFEE & TEA	
Registration Number:	4356998	P PEET'S COFFEE & TEA	
Registration Number:	3671784	ESPRESSO FORTE	
Registration Number:	2295386	BLEND 101	
Registration Number:	4484255	P PEET'S COFFEE	
Registration Number:	4490692		

OP \$940.00 3792614

Property Type	Number	Word Mark
Registration Number:	2352103	SUMMER HOUSE
Registration Number:	2355383	PRIDE OF THE PORT
Registration Number:	2385139	PEETS.COM
Registration Number:	2448971	PUMPHREY'S BLEND
Registration Number:	4747975	PEETNIKS
Registration Number:	2588248	JR RESERVE BLEND
Registration Number:	2594318	P
Registration Number:	2608691	GAIA ORGANIC BLEND
Registration Number:	945867	MAJOR DICKASON'S BLEND
Registration Number:	2676962	PEET'S COFFEE & TEA
Registration Number:	955284	PEET'S
Registration Number:	2833297	SNOW LEOPARD
Serial Number:	86499895	JAVIVA
Serial Number:	86743211	THE BLACK TIE
Serial Number:	86206299	KENYA KIBURI
Serial Number:	86256757	PEETNIK
Serial Number:	86743203	BIG BANG
Serial Number:	85509898	DRINK A GREAT CUP DO A GOOD THING

CORRESPONDENCE DATA

Fax Number: 3126730361

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.

Phone: 3126730360

Email: docket@vciplaw.com

Correspondent Name: Charles C. Valauskas

Address Line 1: 150 S. Wacker Drive, Ste. 1650

Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER:	Charles C. Valauskas
SIGNATURE:	/charles c. valuaskas/
DATE SIGNED:	06/15/2016

Total Attachments: 1
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TRADEMARK ASSIGNMENT

Whereas, PEET'S TRADEMARK COMPANY, 1400 PARK AVENUE, EMERYVILLE, CALIFORNIA 94608, a Virginia Corporation ("Assignor"), is the Registrant/Applicant and owner of the Registrations and Applications identified in the attached Schedule A.

Whereas, PEET'S OPERATING COMPANY, 1400 PARK AVENUE, EMERYVILLE, CALIFORNIA 94608, a Washington Corporation ("Assignee"), is desirous of acquiring said Registrations and Applications identified in the attached Schedule A and the goodwill associated therewith.

Now therefore, Assignor acknowledges the receipt of good and valuable consideration, and hereby assigns to Assignee all right, title and interest in and to said Registrations and Applications and any resulting Registrations associated therewith, and the goodwill of the business associated with the Trademarks including that symbolized by said Registrations thereof.

Signed this 9 day of June 2016

By: K Ashurst
Kristin Ashurst
General Counsel