

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM392330

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
<b>RESUBMIT DOCUMENT ID:</b>	900371788

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Peet's Trademark Company		07/08/2016	Corporation: WASHINGTON

**RECEIVING PARTY DATA**

<b>Name:</b>	Peet's Operating Company, Inc.
<b>Street Address:</b>	1400 Park Avenue
<b>City:</b>	Emeryville
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94608
<b>Entity Type:</b>	Corporation: VIRGINIA

**PROPERTY NUMBERS Total: 37**

Property Type	Number	Word Mark
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
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

TRADEMARK

Property Type	Number	Word Mark
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	
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:	0945867	MAJOR DICKASON'S BLEND
Registration Number:	2676962	PEET'S COFFEE & TEA
Registration Number:	0955284	PEET'S
Registration Number:	2833297	SNOW LEOPARD

**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:** 312-673-0360

**Email:** docket@vciplaw.com

**Correspondent Name:** Charles C. Valauskas

**Address Line 1:** 150 S. Wacker Drive, Suite 1650

**Address Line 4:** Chicago, ILLINOIS 60606

<b>ATTORNEY DOCKET NUMBER:</b>	5122-2
<b>NAME OF SUBMITTER:</b>	Charles C. Valauskas
<b>SIGNATURE:</b>	/charles c. valauskas/
<b>DATE SIGNED:</b>	07/22/2016

**Total Attachments: 13**  
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## TRADEMARK ASSIGNMENT

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

Whereas, PEET'S OPERATING COMPANY, INC., 1400 PARK AVENUE, EMERYVILLE, CALIFORNIA 94608, a Virginia 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 8 day of July 2016

By:

K Ashurst  
Kristin Ashurst  
General Counsel




**Schedule A**

**U.S. Trademark Applications**

<b>Mark</b>	<b>Serial No.</b>
JAVIVA	86/499,895
THE BLACK TIE	86/743,211
KENYA KIBURI	86/206,299
PEETNIK	86/256,757
BIG BANG	86/743,203
DRINK A GREAT CUP DO A GOOD THING	85/509,898

## U.S. Trademark Registrations

Mark	Registration No.
	3,792,614
 Peets Coffee & Tea	3,792,616
	3,792,617
	3,792,618
PEET'S	3,119,132
TEA CRAFTED FROM EXPERIENCE	3,754,110
FRESH TRUTH	3,754,106
UZURI AFRICAN BLEND	3,879,986
GARUDA BLEND	1,061,798
ETHIOPIAN SUPER NATURAL	4,174,155
CAFE DOMINGO	4,187,917
CAFE SOLANO	4,187,960
PEET'S	1,500,867
	4,357,000
	4,356,998

Mark	Registration No.
ESPRESSO FORTE	3,671,784
BLEND 101	2,295,386
	4,484,255
	4,490,692
SUMMER HOUSE	2,352,103
PRIDE OF THE PORT	2,355,383
PEETS.COM	2,385,139
PUMPHREY'S BLEND	2,448,971
PEETNIKS	4,747,975
JR RESERVE BLEND	2,588,248
	2,594,318
GAIA ORGANIC BLEND	2,608,691
MAJOR DICKASON'S BLEND	945,867
<i>Peet's Coffee &amp; Tea</i>	2,676,962
PEET'S	955,284
SNOW LEOPARD	2,833,297

### Community Trademark Registration

Mark	Reg. No.
PEET'S	001075589
<i>Peet's Coffee+Tea</i>	001083401

### Canada Trademark Registration

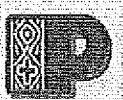
Mark	Reg. No.
PEET'S	TMA465933
<i>Peet's Coffee+Tea</i>	TMA485703



## Japan Trademark Registrations

Mark	Reg. No.
	5581456
	5604630
	5587097
PEET'S	4045957
PEET'S	4024777
PEET'S	2663026
PEET'S (in Katakana)	4111130
PEET'S (in Katakana)	4024778
<i>Peet's Coffee &amp; Tea</i>	4649660

## Indonesia Trademark Registration

Mark	Reg. No.
	IDM000234605

### Hong Kong Registrations

Mark	Reg. No.
	200001517AA
<i>Peet's Coffee+Tea</i>	200004834AA
PEET'S COFFEE OF CALIFORNIA	200010210AA
PEET'S	200003600AA

### Argentina Trademark Registrations

Mark	Reg. No.
PEET'S	2709804
PEET'S	1797938
PEET'S	2445416
<i>Peet's Coffee+Tea</i>	1984322

### Australia Trademark Registrations

Mark	Reg. No.
PEET'S	809946
<i>Peet's Coffee+Tea</i>	809943


### Brazil Trademark Registrations

Mark	Reg. No.
PEET'S	821567136
PEET'S	821567152
PEET'S	821567144
<i>Peet's Coffee+Tea</i>	821567276
<i>Peet's Coffee+Tea</i>	821567292
<i>Peet's Coffee+Tea</i>	821567284

### Chile Trademark Registrations

Mark	Reg. No.
PEET'S	887.197
PEET'S	893.807
<i>Peet's Coffee+Tea</i>	887.198
<i>Peet's Coffee+Tea</i>	892.848

### China Trademark Application

Mark	Serial No.
	12944738

### China Trademark Registrations

Mark	Reg. No.
PEET'S	1474233
PEET'S	1427846
PEET'S	1424633
<i>Peet's Coffee+Tea</i>	1445667
<i>Peet's Coffee+Tea</i>	1451722

### South Korea Trademark Registrations

Mark	Reg. No.
PEET'S	1655
<i>Peet's Coffee+Tea</i>	1656

### Paraguay Trademark Registrations

Mark	Reg. No.
PEET'S	355124
PEET'S	350083
PEET'S	350084
PEET'S	350085
PEET'S	350086
<i>Peet's Coffee+Tea</i>	354719
<i>Peet's Coffee+Tea</i>	347686
<i>Peet's Coffee+Tea</i>	347687
<i>Peet's Coffee+Tea</i>	347688
<i>Peet's Coffee+Tea</i>	347689

### Singapore Trademark Registrations

Mark	Reg. No.
PEET'S	T99/02128Z
PEET'S	T99/02129H
PEET'S	T99/02130A
<i>Peet's Coffee+Tea</i>	T99/02125E
<i>Peet's Coffee+Tea</i>	T99/02126C
<i>Peet's Coffee+Tea</i>	T99/02127A

### Thailand Trademark Registrations

Mark	Reg. No.
PEET'S	Kor150745
PEET'S	Bor10841
PEET'S	Bor44434
<i>Peet's Coffee+Tea</i>	Kor137958
<i>Peet's Coffee+Tea</i>	Bor44435
<i>Peet's Coffee+Tea</i>	Bor10839

### Taiwan Trademark Registrations

Mark	Reg. No.
PEET'S	883155
PEET'S	129566
<i>Peet's Coffee+Tea</i>	888715
<i>Peet's Coffee+Tea</i>	134035