

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM398434

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	05/15/2016		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
KIND Inc.		08/25/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	KIND Management Inc.		
Street Address:	1372 Broadway, 3rd Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85579711	KIND	
CORRESPONDENCE DATA			
Fax Number:	2126096921		
<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>			
Phone:	(212) 609-6800		
Email:	mwallach@mccarter.com, dlynch@mccarter.com		
Correspondent Name:	Margarita Wallach, Esq.		
Address Line 1:	McCarter & English, LLP		
Address Line 2:	245 Park Avenue, 27th Floor		
Address Line 4:	New York, NEW YORK 10167		
ATTORNEY DOCKET NUMBER:	125929/00035		
NAME OF SUBMITTER:	Margarita Wallach, Esq.		
SIGNATURE:	/mw/		
DATE SIGNED:	09/14/2016		
Total Attachments: 3			
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NUNC PRO TUNC TRADEMARK ASSIGNMENT

This *Nunc Pro Tunc* Trademark Assignment is effective as of May 15, 2016 between KIND Inc., a Delaware corporation, with a business address of 1372 Broadway, New York, New York 10018, United States ("Assignor"), and KIND Management Inc., a Delaware corporation, with a business address of 1372 Broadway, New York, New York 10018 United States ("Assignee").

WHEREAS, Assignor is the owner of a certain trademark represented by the trademark registration in the form described in Exhibit A hereto (collectively the "Mark");

WHEREAS, Assignor desires to assign and Assignee desires to receive *nunc pro tunc* all of Assignor's right, title and interest in and to the Mark and any and all goodwill of the business associated with the Mark, and all application(s) and registration(s) for the foregoing.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby distributes, transfers, assigns, and otherwise conveys *nunc pro tunc* to Assignee, its successors and assigns, all of Assignor's right, title, and interest in and to the Mark as it exists in the United States and as may be created or acquired at any date in the future in the United States, along with the goodwill of the business symbolized by or associated with the Mark, all application(s) and registration(s) for the Mark, along with all rights to proceeds of the foregoing, including without limitation, income, royalties, damages, profits and payments now or hereafter due or payable with respect thereto, and any and all rights of action of Assignor, and the right to take proceedings and to seek and recover damages and all other available remedies, against third parties for past, present, or future infringement of the Mark.

Assignor shall take such actions and shall execute and deliver all such further instruments, documents or other writings, and perform any other reasonable acts that Assignee may request, that may be necessary or appropriate to carry out and effectuate the provisions of this Assignment and to establish, enforce or defend Assignee's rights in the Mark in the United States.

At the request and expense of Assignee, Assignor shall provide all reasonable assistance which Assignee considers necessary in connection with bringing or defending any proceedings in relation to the Mark.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment effective as of the date first set forth above.

KIND Inc.

By: [Signature]

Name: Justin Morris

Title: VP of General Counsel

Date: August 25th, 2016

KIND Management Inc.

By: [Signature]

Name: Justin Morris

Title: VP of General Counsel

Date: August 25th, 2016

SCHEDULE A

**UNITED STATES
APPLICATION(S) / REGISTRATION(S)**

TRADEMARK	APPLICATION NUMBER	REGISTRATION NUMBER	REGISTRATION DATE	GOODS
KIND	85/579,711	5,013,102	August 2, 2016	Class 32: Non-alcoholic beverages, namely, fruit juices, fruit and vegetable juices, flavored water