

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM407932

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PEPSICO, INC.		12/06/2016	Corporation: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	THE CONCENTRATE MANUFACTURING COMPANY OF IRELAND		
Street Address:	26 VICTORIA STREET		
Internal Address:	SWAN BUILDING, 3RD FLOOR		
City:	HAMILTON		
State/Country:	BERMUDA		
Postal Code:	HM12		
Entity Type:	Corporation: IRELAND		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	87091091	H2OH!	
Registration Number:	1560082	H2OH!	
Registration Number:	3848249	H2OH!	
CORRESPONDENCE DATA			
Fax Number:	9142498086		
<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:	914-253-3443		
Email:	lori.barnett@pepsico.com		
Correspondent Name:	PEPSICO, INC.		
Address Line 1:	700 ANDERSON HILL ROAD		
Address Line 4:	PURCHASE, NEW YORK 10577		
DOMESTIC REPRESENTATIVE			
Name:	PAUL A. LEE C/O PEPSICO, INC.		
Address Line 1:	700 ANDERSON HILL ROAD		
Address Line 4:	PURCHASE, NEW YORK 10577		
NAME OF SUBMITTER:	PAUL A. LEE		

CH \$90.00 87091091

SIGNATURE:	/paul a lee/
DATE SIGNED:	12/06/2016
Total Attachments: 2 source=H2OH_Assignment#page1.tif source=H2OH_Assignment#page2.tif	

ASSIGNMENT

WHEREAS, PEPSICO, INC., a corporation organized and existing under the laws of the state of North Carolina, with offices at 700 Anderson Hill Road, Purchase, New York 10577 ("Assignor"), is the owner of the following trademark (the "Mark"), now registered or pending, on the attached Schedule.

WHEREAS, THE CONCENTRATE MANUFACTURING COMPANY OF IRELAND, an Irish corporation, with offices at Swan Building, 3rd Floor, 26 Victoria Street, Hamilton, HM12, Bermuda ("Assignee"), is desirous of acquiring said registered Mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest in and to the Mark together with the goodwill of the business symbolized by the Mark and the registrations and application listed in the attached Schedule therefore, and the portion of the business to which the Mark relates, and with all claims arising out of or relating to the use or ownership of the Mark.

This Assignment is effective as of January 1, 2016.

By: Paul A. Lee

Paul A. Lee
Assistant Secretary

PEPSICO, INC.

Dated: December 6, 2016

STATE OF NEW YORK)
) SS:
COUNTY OF WESTCHESTER)

On the 6th day of December in the year 2016 before me, the undersigned, a Notary Public in and for said state, personally appeared Paul A. Lee, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Eileen Bartosh
Signature of Notary Public

EILEEN BARTOSH
Notary Public, State of New York
No. 01BA4790408
Qualified in Dutchess County
Certificate Filed in Westchester County
Commission Expires 11-13-17

TRADEMARK
REEL: 005936 FRAME: 0077

SCHEDULE

UNITED STATES

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>
H2OH!	1560082	October 10, 1989
H2OH!	3848249	September 14, 2010
	<u>Application Number</u>	<u>Application Date</u>
H2OH!	87091091	July 1, 2016

CANADA

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>
H2OH!	438906	February 10, 1995