

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM421540

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WALLIS H. WALLIS		03/27/2017	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	BEGGINS HOLDINGS, LLC		
Street Address:	201 N. FRANKLIN STREET		
Internal Address:	SUITE 2000		
City:	TAMPA		
State/Country:	FLORIDA		
Postal Code:	33602		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3261414	1 EYED MONSTER	
Registration Number:	3261415	THE MONSTER COOLER	
Registration Number:	3261416	THE MONSTER COOLER.COM	
Registration Number:	4407751		
Registration Number:	4407752	THE COOLEST BEVERAGE COOLER ON THE PLANE	
Registration Number:	4407753		
CORRESPONDENCE DATA			
Fax Number:	7144277799		
<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:	714-427-7020		
Email:	ipocdocket@swlaw.com		
Correspondent Name:	SNELL & WILMER LLP (OC)		
Address Line 1:	600 ANTON BOULEVARD, SUITE 1400		
Address Line 4:	COSTA MESA, CALIFORNIA 92626		
ATTORNEY DOCKET NUMBER:	42687.00001		
NAME OF SUBMITTER:	Albin H. Gess		
SIGNATURE:	/Albin H. Gess/		

CH \$165.00 3261414

DATE SIGNED:	03/29/2017
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Total Attachments: 2
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source=42687 Trademark Assignment from Wallis H Wallis to Beggins Holdings, LLC#page2.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of 3/27, 2017, by and between WALLIS H WALLIS, an individual residing at 33202 Paseo Blanco, San Juan Capistrano, California 92675 ("Assignor") and BEGGINS HOLDINGS, LLC a Florida Limited Liability Company having a place of business and mailing address at 201 N. Franklin Street, Suite 2000, Tampa, Florida 33602 ("Assignee").

A. Assignor has adopted, and is, to the best of its knowledge and belief, the owner of the trademark registrations listed on Exhibit A and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, domain name rights, causes of action, and the right to recover for past infringement (the "Trademarks").

B. Assignor has acquired goodwill in the portion of the business associated with and symbolized by the Trademarks and has not abandoned same.

C. Assignor desires to assign to assignee all rights, title, and interest in and to the Trademarks owned by Assignor.

THEREFORE, Assignor and Assignee hereby agree as follows:

(1) Assignor hereby conveys, sells, transfers and assigns to Assignee and to Assignee's successors, assigns and legal representatives, all of Assignor's rights, title and interest throughout the world in and to (a) the trademark registrations listed on Exhibit A (b) all the good will of that portion of Assignor's business and/or businesses symbolized by the Trademarks, together with (i) all income and royalties hereafter due or payable to Assignor with respect to the Trademarks, (ii) all damages and payments for past or future infringements and misappropriations of the Trademarks; and (iii) all rights to sue for past, present and future infringements and misappropriations of the Trademarks, all for Assignee's own use and enjoyment (including, without limitation, the right to renew and/or apply for trademark and/or service mark registrations within or outside the United States based in whole or in part upon the Trademarks, and including any priority right that may have arisen from Assignor's use of the Trademarks and/or prior ownership of the Registrations).

(2) Assignor agrees to execute any instruments and perform any acts which may be reasonably necessary to fully effectuate and record in any and all jurisdictions throughout the world the assignment of the rights, title and interest assigned to Assignee, and Assignee's successors, assigns and legal representatives, pursuant to this Assignment.

IN WITNESS WHEREOF, Assignor and Assignee have duly executed and delivered this Assignment as of the date first set forth above.



Assignor:

Wallis H. Wallis
Wallis H. Wallis

Assignee: Beggins Holdings, LLC

By: [Signature]

EXHIBIT A

Trademark	Registration Number	Registration Date
1 EYED MONSTER	3,261,414	July 10, 2007
THE MONSTER COOLER	3,261,415	July 10, 2007
THE MONSTER COOLER.COM	3,261,416	July 10, 2007
	4,407,751	September 24, 2013
THE COOLEST BEVERAGE COOLER ON THE PLANET	4,407,752	September 24, 2013
	4,407,753	September 24, 2013