

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM423133

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
K10 Holdings, LLC		11/15/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Societe des Produits Nestle S.A.		
Street Address:	Avenue Nestle 55		
Internal Address:	Case Postale 353		
City:	Vevey		
State/Country:	SWITZERLAND		
Postal Code:	1800		
Entity Type:	Société Anonyme (Sa): SWITZERLAND		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	86562494	LYNX+	
Registration Number:	4533693		
Registration Number:	4258560	K-10+	
Registration Number:	4399084	RETHINK YOUR DOG'S WATER	
Registration Number:	4430331	SUPPLEMENT FOR YOUR DOG'S WATER	
Registration Number:	4594434	THERE MUST BE SOMETHING IN THE WATER	
Registration Number:	4594671		
CORRESPONDENCE DATA			
Fax Number:	3149821613		
<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:	3149825192		
Email:	TMOoffice@purina.nestle.com		
Correspondent Name:	Andrea K. Cannon		
Address Line 1:	Checkerboard Square		
Address Line 4:	St. Louis, MISSOURI 63164		
DOMESTIC REPRESENTATIVE			

CH \$190.00 86562494

Name:	Andrea K. Cannon
Address Line 1:	Checkerboard Square
Address Line 2:	Legal IP - 9T
Address Line 4:	St. Louis, MISSOURI 63164
NAME OF SUBMITTER:	Andrea K. Cannon
SIGNATURE:	/Andrea K. Cannon/
DATE SIGNED:	04/10/2017
Total Attachments: 2 source=Redacted Assignment of Trademarks#page1.tif source=Redacted Assignment of Trademarks#page2.tif	

ASSIGNMENT OF TRADEMARKS IN UNITED STATES


K10 Holdings, LLC, a Delaware limited liability company (the "Assignor"), having a place of business at 235 East 96th Street, Apt. 10A New York, NY 10128, is the owner of the trademark registrations identified on Schedule A hereto, including the goodwill of the business connected with the use of, and symbolized by, such marks.

For good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Société Des Produits Nestlé S.A., société anonyme organized under the laws of Switzerland ("Assignee"), the entire right, title and interest in and to the trademark registrations identified on Schedule A and the trademarks which are the subjects thereof, including the goodwill of the business connected with the use of, and symbolized by, said marks and the right to recover for past infringement.

Assignor, further agrees, for itself, its successors and assigns, to execute such further documents and to perform such further lawful acts as may reasonably be requested by Assignee, to effectuate this assignment.

Witness my hand and seal 15th day of November, 2016.

K10 HOLDINGS, LLC


Name: Ryan Singer
Title: Chief Executive Officer

Schedule A

Assignment of Trademarks

Trademark Registrations

<u>Mark</u>	<u>Country</u>	<u>Registration No.</u>	<u>Reg. Date</u>
Lynx+	U.S.	86/562,494	
DESIGN ONLY -- Dogs displayed in silhouettes or as shadows	U.S.	4,533,693	5/20/14
K-10+	U.S.	4,258,560	12/11/12
REDACTED			
REDACTED			
REDACTED			
REDACTED			
REDACTED			
REDACTED			
RETHINK YOUR DOG'S WATER	U.S.	4,399,084	9/10/13
SUPPLEMENT FOR YOUR DOG'S WATER	U.S.	4,430,331	11/5/13
THERE MUST BE SOMETHING IN THE WATER	U.S.	4,594,434	8/26/14
DESIGN ONLY -- More than one drop including teardrops or raindrops; multiple drops (rain, tear, etc.); Raindrops (more than a single drop); Teardrops (more than a single drop)	U.S.	4,594,671	8/26/14