

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM426721

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hula Water LLC		05/01/2017	Limited Liability Company: HAWAII
RECEIVING PARTY DATA			
Name:	The Wonderful Company LLC		
Street Address:	11444 West Olympic Blvd., 10th Floor		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4382683	HULA WATER	
CORRESPONDENCE DATA			
Fax Number:	3109668810		
<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:	310-969-5726		
Email:	latunda.powell@roll.com		
Correspondent Name:	LaTunda Powell		
Address Line 1:	11444 West Olympic Blvd., 7th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90064		
ATTORNEY DOCKET NUMBER:	121809		
NAME OF SUBMITTER:	LaTunda Powell, Trademark Administrator		
SIGNATURE:	/LaTunda Powell/		
DATE SIGNED:	05/08/2017		
Total Attachments: 1			
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U.S. TRADEMARK ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, Hula Water LLC (the "Assignor"), a limited liability company, located and doing business at 1670 Makaloa Street Honolulu, Hawaii 96814, hereby assigns and transfers to The Wonderful Company LLC (the "Assignee"), a limited liability company organized under the laws of Delaware, whose registered address is at 11444 West Olympic Blvd., 10th Floor, Los Angeles California, 90064, the following:

A. All right, title and interest held by Assignor in and to the business names, trade names, trademarks and/or service marks, and the application and/or registration therefor, to HULA WATER (common law) and HULA WATER & Design (U.S. Registration No. 4,382,683) (hereinafter referred to as the "Marks");

B. The goodwill of the business connected with the use of and symbolized by the Marks, as part of the transfer of all business to which the Marks pertain, and including all associated artwork, labels, and package designs and other assets that uniquely reflect the Marks; and

C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present or future infringement of said Marks or injury to said goodwill, together with the right to sue or recover the same in Assignee's name.

IN WITNESS WHEREOF, the undersigned have hereunto executed this Assignment, effective as of ~~December 1, 2016~~ ^{MAY 1, 2017}, in one or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

Date: ~~December 1, 2016~~ ^{MAY 1, 2017}

Assignor:

Hula Water LLC, a Hawaii limited liability company.

By: [Signature]
Name: SUNNY LEO
Position: PRESIDENT

Assignee:

The Wonderful Company LLC
a Delaware limited liability company

By: [Signature]
Craig B. Cooper, Sr. Vice President