

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM428874

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Peet's Operating Company, Inc.		05/25/2017	Corporation:

RECEIVING PARTY DATA

Name:	Peet's Coffee, Inc.
Street Address:	1400 Park Avenue
City:	Emeryville
State/Country:	CALIFORNIA
Postal Code:	94608
Entity Type:	Corporation: VIRGINIA

PROPERTY NUMBERS Total: 65

Property Type	Number	Word Mark
Serial Number:	87460849	
Serial Number:	86499895	JAVIVA
Serial Number:	87155794	PEOPLE & PLANET
Serial Number:	87253363	P
Serial Number:	87252445	PEET'S COFFEE
Serial Number:	87252408	PEET'S COFFEE
Serial Number:	87252389	PEET'S COFFEE
Serial Number:	87252256	PEET'S COFFEE
Serial Number:	87114921	PEET'S COFFEE
Serial Number:	87253665	FARMER ASSISTANCE
Serial Number:	87253446	FARMER ASSISTANCE
Serial Number:	87253378	P
Serial Number:	87253331	P
Serial Number:	87253313	P
Serial Number:	87253297	P
Serial Number:	87252300	PEET'S COFFEE
Serial Number:	87114968	BARIDI BLACK
Serial Number:	87000068	COFFEE FIRST. EVERYTHING ELSE SECOND.
Serial Number:	87114876	P

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	87114948	PEET'S COLD BREW COFFEE
Serial Number:	87114936	PEET'S COLD BREW COFFEE
Serial Number:	87114900	PEET'S
Serial Number:	87114812	PEET'S
Serial Number:	87114984	COFFEE FIRST
Serial Number:	87000062	COFFEE FIRST.
Serial Number:	87000050	COFFEE FIRST.
Serial Number:	87114771	THE ORIGINAL CRAFT COFFEE
Serial Number:	87000060	THE ORIGINAL CRAFT COFFEE.
Serial Number:	87000055	THE ORIGINAL CRAFT COFFEE.
Serial Number:	86743211	THE BLACK TIE
Serial Number:	86743203	BIG BANG
Serial Number:	86974985	COFFEE FIRST. EVERYTHING ELSE SECOND.
Serial Number:	86974938	COFFEE FIRST. EVERYTHING ELSE SECOND.
Serial Number:	86974962	COFFEE FIRST.
Serial Number:	86974971	THE ORIGINAL CRAFT COFFEE.
Serial Number:	86256757	PEETNIK
Serial Number:	86426057	PEETNIKS
Serial Number:	85016226	UZURI AFRICAN BLEND
Serial Number:	85509898	DRINK A GREAT CUP DO A GOOD THING
Serial Number:	85958615	
Serial Number:	85958579	P PEET'S COFFEE
Serial Number:	85715269	P PEET'S COFFEE & TEA
Serial Number:	85715220	P PEET'S COFFEE & TEA
Serial Number:	85379091	CAFE SOLANO
Serial Number:	85364677	CAFE DOMINGO
Serial Number:	85353479	ETHIOPIAN SUPER NATURAL
Serial Number:	78387057	PEET'S
Serial Number:	78176176	SNOW LEOPARD
Serial Number:	77825283	P PEET'S COFFEE
Serial Number:	77825266	P PEET'S COFFEE & TEA
Serial Number:	77825154	P
Serial Number:	77524751	ESPRESSO FORTE
Serial Number:	76316990	PEET'S COFFEE & TEA
Serial Number:	76316976	P
Serial Number:	76296752	JR RESERVE BLEND
Serial Number:	76072468	GAIA ORGANIC BLEND
Serial Number:	75894752	PUMPHREY'S BLEND

Property Type	Number	Word Mark
Serial Number:	75796194	SUMMER HOUSE
Serial Number:	75795888	PRIDE OF THE PORT
Serial Number:	75688760	PEETS.COM
Serial Number:	75486819	BLEND 101
Serial Number:	73090372	GARUDA BLEND
Serial Number:	73685493	PEET'S
Serial Number:	72397592	MAJOR DICKASON'S BLEND
Serial Number:	72397590	PEET'S

CORRESPONDENCE DATA

Fax Number: 3126730361
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.
Phone: 312-673-0360
Email: corder@vciplaw.com, lcipra@vciplaw.com
Correspondent Name: Charles C. Valauskas
Address Line 1: Valauskas Corder LLC
Address Line 2: 150 S. Wacker Drive, Suite 1650
Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER:	Allison M. Corder
SIGNATURE:	/amc/
DATE SIGNED:	05/25/2017

Total Attachments: 6
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NAME CHANGE OF TRADEMARK OWNER

Peet's Operating Company, Inc., a Virginia Corporation, located and doing business at 1400 Park Avenue, Emeryville, California 94608, owner of the following U.S. Trademark Registrations and Trademark Applications, changed its name to Peet's Coffee, Inc. on April 3, 2017.

Mark	Application Serial No.	Registration No.
P	87460849	
JAVIVA	86499895	5166905
PEOPLE & PLANET	87155794	5211028
P	87253363	
PEET'S COFFEE	87252445	
PEET'S COFFEE	87252408	
PEET'S COFFEE	87252389	
PEET'S COFFEE	87252256	
PEET'S COFFEE	87114921	
FARMER ASSISTANCE	87253665	
FARMER ASSISTANCE	87253446	
P	87253378	
P	87253331	
P	87253313	
P	87253297	
PEET'S COFFEE	87252300	
BARIDI BLACK	87114968	
COFFEE FIRST. EVERYTHING ELSE SECOND.	87000068	5178122
P	87114876	
PEET'S COLD BREW COFFEE	87114948	
PEET'S COLD BREW COFFEE	87114936	
PEET'S	87114900	
PEET'S	87114812	
COFFEE FIRST	87114984	
COFFEE FIRST.	87000062	

Mark	Application Serial No.	Registration No.
COFFEE FIRST.	87000050	
THE ORIGINAL CRAFT COFFEE	87114771	
THE ORIGINAL CRAFT COFFEE.	87000060	
THE ORIGINAL CRAFT COFFEE.	87000055	
THE BLACK TIE	86743211	
BIG BANG	86743203	
COFFEE FIRST. EVERYTHING ELSE SECOND.	86974985	5178078
COFFEE FIRST. EVERYTHING ELSE SECOND.	86974938	5178077
COFFEE FIRST.	86974962	
THE ORIGINAL CRAFT COFFEE.	86974971	
PEETNIK	86256757	5082600
PEETNIKS	86426057	4747975
UZURI AFRICAN BLEND	85016226	3879986
DRINK A GREAT CUP DO A GOOD THING	85509898	
DESIGN	85958615	4490692
P PEET'S COFFEE	85958579	4484255
P PEET'S COFFEE & TEA	85715269	4357000
P PEET'S COFFEE & TEA	85715220	4356998
CAFE SOLANO	85379091	4187960
CAFE DOMINGO	85364677	4187917
ETHIOPIAN SUPER NATURAL	85353479	4174155
PEET'S	78387057	3119132
SNOW LEOPARD	78176176	2833297
P PEET'S COFFEE	77825283	3792617
P PEET'S COFFEE & TEA	77825266	3792616
P	77825154	3792614
ESPRESSO FORTE	77524751	3671784
PEET'S COFFEE & TEA	76316990	2676962
P	76316976	2594318
JR RESERVE BLEND	76296752	2588248
GAIA ORGANIC BLEND	76072468	2608691

Mark	Application Serial No.	Registration No.
PUMPHREY'S BLEND	75894752	2448971
SUMMER HOUSE	75796194	2352103
PRIDE OF THE PORT	75795888	2355383
PEETS.COM	75688760	2385139
BLEND 101	75486819	2295386
GARUDA BLEND	73090372	1061798
PEET'S	73685493	1500867
MAJOR DICKASON'S BLEND	72397592	0945867
PEET'S	72397590	0955284

Peet's Coffee, Inc.

K Ashurst

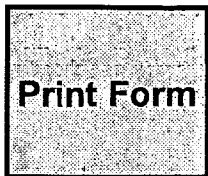
By: _____

Kristin Ashurst
 VP, General Counsel and Corporate Secretary

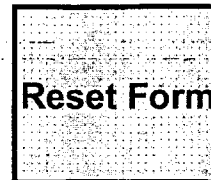
Date: __ May 25, 2017 __



SCC710N
(07/07)



COMMONWEALTH OF VIRGINIA
STATE CORPORATION COMMISSION



ARTICLES OF AMENDMENT

CHANGING THE NAME OF A VIRGINIA STOCK CORPORATION
By Unanimous Consent of the Shareholders

The undersigned, on behalf of the corporation set forth below, pursuant to § 13.1-710 of the Code of Virginia, states as follows:

1. The current name of the corporation is

Peet's Operating Company, Inc.

2. The name of the corporation is changed to

Peet's Coffee, Inc.

3. The foregoing amendment was adopted by unanimous consent of the shareholders on

February 15, 2017

(date)

4. These articles shall become effective as of April 3, 2017.

Executed in the name of the corporation by:

K. Ashurst

(signature)

Kristin Ashurst

(printed name)

510-844-3483

(telephone number (optional))

March 29, 2017

(date)

Corporate Secretary

(corporate title)

06083885

(corporation's SCC corporate ID no.)

(The execution must be by the chairman or any vice-chairman of the board of directors, the president, or any other of its officers authorized to act on behalf of the corporation.)

PRIVACY ADVISORY: Information such as social security number, date of birth, maiden name, or financial institution account numbers is NOT required to be included in business entity documents filed with the Office of the Clerk of the Commission. Any information provided on these documents is subject to public viewing.

SEE INSTRUCTIONS ON THE REVERSE

TRADEMARK
REEL: 006068 FRAME: 0833

COMMONWEALTH OF VIRGINIA
STATE CORPORATION COMMISSION

AT RICHMOND, APRIL 3, 2017

The State Corporation Commission has found the accompanying articles submitted on behalf of
Peet's Coffee, Inc. (formerly Peet's Operating Company, Inc.)

to comply with the requirements of law, and confirms payment of all required fees. Therefore, it
is ORDERED that this

CERTIFICATE OF AMENDMENT

be issued and admitted to record with the articles of amendment in the Office of the Clerk of the
Commission, effective April 3, 2017.

The corporation is granted the authority conferred on it by law in accordance with the articles,
subject to the conditions and restrictions imposed by law.

STATE CORPORATION COMMISSION

By



Judith Williams Jagdmann
Commissioner

17-03-31-1226
AMENACPT
CIS0343

TRADEMARK
REEL: 006068 FRAME: 0834

Commonwealth OF Virginia



State Corporation Commission

I Certify the Following from the Records of the Commission:

The foregoing is a true copy of the certificate of amendment of Peet's Coffee, Inc. issued April 03, 2017.

Nothing more is hereby certified.



*Signed and Sealed at Richmond on this Date:
April 4, 2017*

Joel H. Peck
Joel H. Peck, Clerk of the Commission