

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM429677

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	05/31/2017		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Aspire Beverage Company, LLC		06/01/2017	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Aspire Brands, Inc.		
<b>Street Address:</b>	500 N. Michigan Avenue		
<b>Internal Address:</b>	Suite 600		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60611		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86742353	ASPIRE	
<b>Serial Number:</b>	85858095	ASPIRE BEVERAGE COMPANY, LLC	
<b>Serial Number:</b>	86128422	ASPIRE TO GREATNESS	
<b>Serial Number:</b>	86729870	ASPIRE	
<b>Registration Number:</b>	4665585	ASPIRE TO GREATNESS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3126165700		
<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>			
<b>Email:</b>	esosnicki@leydig.com		
<b>Correspondent Name:</b>	Tamara A. Miller		
<b>Address Line 1:</b>	Two Prudential Plaza, 180 N. Stetson Ave		
<b>Address Line 2:</b>	Suite 4900		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60601		
<b>ATTORNEY DOCKET NUMBER:</b>	721937		
<b>NAME OF SUBMITTER:</b>	Tamara A. Miller		
<b>SIGNATURE:</b>	/Tamara A. Miller/		

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<b>DATE SIGNED:</b>	06/01/2017
<b>Total Attachments: 2</b> source=Aspire Brands Assignment#page1.tif source=Aspire Brands Assignment#page2.tif	

**WORLDWIDE TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT (the "Assignment"), effective as of May 31, 2017 (the "Effective Date"), is from Aspire Beverage Company, LLC, a Minnesota limited liability company located at 7809 Southtown Center #104, Bloomington, Minnesota 55431 ("Assignor") to Aspire Brands, Inc., a Delaware corporation located at 500 N. Michigan Avenue, Suite 600, Chicago, Illinois 60611 ("Assignee").


For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, and its successors in interest, all right and title to and interest in the mark ASPIRE and any mark containing ASPIRE anywhere in the world, including but not limited to all common law trademark rights and any other rights thereto, and including the following applications and registration at the U.S. Trademark Office (all of the foregoing and the applications and registration listed below are hereinafter referred to as the "Assigned Trademarks"):

Serial Number	Reg. Number	Word Mark
86742353		ASPIRE
85858095		ASPIRE BEVERAGE COMPANY, LLC
86128422		ASPIRE TO GREATNESS
86729870		ASPIRE
85969663	4665585	ASPIRE TO GREATNESS

This assignment of the Assigned Trademarks is made together with the goodwill of the business symbolized by the Assigned Trademarks, and the portion of the business to which the Assigned Trademarks relate, and includes all claims, demands, causes of action, and recoveries, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any past, present, or future infringement or other violations of any of the Assigned Trademarks, together with the right to bring suit for and/or initiate any proceedings to collect any and all damages arising from said claims or causes of action, and Assignor does hereby empower Assignee, and its successors and assigns, to sue for and collect the same, to its and their own absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment.

Aspire Beverage Company, LLC

By:  \_\_\_\_\_

Name: Peter Finn

Title: CEO

Date: 6-1-17