

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM440611

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Diageo Americas Supply, Inc.		08/24/2017	Corporation: CONNECTICUT
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Diageo North America, Inc.		
<b>Street Address:</b>	801 Main Avenue		
<b>City:</b>	Norwalk		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06851		
<b>Entity Type:</b>	Corporation: CONNECTICUT		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4914975	CALIFRESCA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Phone:</b>	203-229-7135		
<b>Email:</b>	diageodocketing@ashurst.com		
<b>Correspondent Name:</b>	Jennifer Hamilton		
<b>Address Line 1:</b>	801 Main Avenue		
<b>Address Line 2:</b>	c/o Diageo North America, Inc.		
<b>Address Line 4:</b>	Norwalk, CONNECTICUT 06851		
<b>ATTORNEY DOCKET NUMBER:</b>	ASSIGNMENT		
<b>NAME OF SUBMITTER:</b>	Jennifer Hamilton		
<b>SIGNATURE:</b>	/Jennifer Hamilton/		
<b>DATE SIGNED:</b>	08/24/2017		
<b>Total Attachments: 1</b>			
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CH \$40.00 4914975

TRADEMARK ASSIGNMENT

This ASSIGNMENT ("Assignment") is between Diageo Americas Supply, Inc., a corporation organized under the laws of New York ("Assignor"), and Diageo North America, Inc., a corporation organized under the laws of Connecticut ("Assignee").

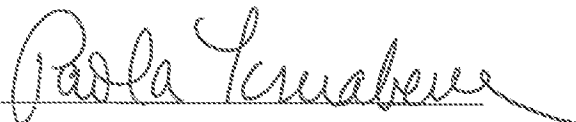
WHEREAS, Assignor owns United States Trademark Registration No. 4,914,975 (the "Registration") for the mark CALIFRESCA (the "Mark"), which registered on March 8, 2016, and the goodwill associated therewith, and desires to assigns its entire right, title and interest in and to the Mark and the Registration to Assignee;

AND WHEREAS, Assignee wishes to acquire Assignor's entire right, title, and interest in and to the Mark and the Registration.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, effective as of the date indicated below, all its right, title and interest in and to the Mark and the Registration, together with any other applications for registration of the Mark, any common law rights in the Mark, and the goodwill of the business symbolized by the Mark, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Dated: August 24, 2017

DIAGEO AMERICAS SUPPLY, INC.

By: 

Name: Paola Tornabene

Title: Director and Senior Counsel