

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM446395

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Celsius, Inc.		10/04/2017	Corporation: NEVADA
RECEIVING PARTY DATA			
Name:	Celsius Products Holdings, Inc.		
Street Address:	2424 North Federal Highway 208		
City:	Boca Raton		
State/Country:	FLORIDA		
Postal Code:	33433		
Entity Type:	Corporation: NEVADA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3365290		
Registration Number:	3930555	YOUR ULTIMATE FITNESS PARTNER	
Serial Number:	87164086	EXTREME HEAT	
CORRESPONDENCE DATA			
Fax Number:	5612441062		
<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:	561-922-3845		
Email:	docketing@crgolaw.com		
Correspondent Name:	CRGO LAW		
Address Line 1:	7900 GLADES ROAD		
Address Line 2:	SUITE 520		
Address Line 4:	BOCA RATON, FLORIDA 33434		
NAME OF SUBMITTER:	Isabelle Jung Greenberg		
SIGNATURE:	/Isabelle Jung Greenberg/		
DATE SIGNED:	10/09/2017		
Total Attachments: 1			
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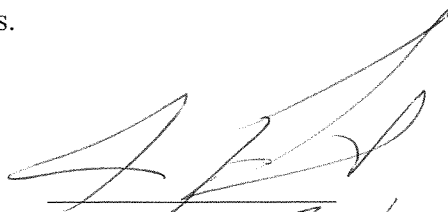
ASSIGNMENT OF TRADEMARKS

WHEREAS Celsius, Inc., a Nevada corporation with an address at 140 NE 4th Avenue, Suite C, Delray Beach, FL 33483 (“Assignor”) is the owner of the trademark registrations and application for: a) the fireball design, U.S. Reg. No. 3365290, registered on January 8, 2008; b) the YOUR ULTIMATE FITNESS PARTNER word mark, U.S. Reg. No. 3930555, registered on March 15, 2011; c) the EXTREME HEAT word mark, U.S. Appl. Serial No 87164086, filed on September 7, 2016; d) the CELSIUS word mark, World Intellectual Property Organization Reg. No. 931326, registered on July 16, 2007; and e) the CELSIUS word mark, Canadian Reg. No. 847306, registered on April 2, 2013 (altogether the “Trademarks”);

WHEREAS Celsius Products Holdings, Inc., a Nevada corporation with an address at 2424 North Federal Highway 208, Boca Raton, FL 33433 (“Assignee”), is desirous of acquiring the Trademark;

NOW, THEREFORE, in consideration of the payment of Fifty Dollars (\$50.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the Trademarks together with the goodwill of the business associated with the use of the Trademarks.

Signature:



Name:

John Frew

Date:

10/4/17