

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM450493

<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>
Joe & The Juice A/S		10/12/2017	Public Limited Company: DENMARK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Energizer Brands, LLC		
<b>Street Address:</b>	533 Maryville University Drive		
<b>City:</b>	St. Louis		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63141		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86674656	ENERGIZER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4048156555		
<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>	4048156500		
<b>Email:</b>	mcarson@kilpatricktownsend.com		
<b>Correspondent Name:</b>	Alicia Grahm Jones		
<b>Address Line 1:</b>	Kilpatrick Townsend & Stockton LLP		
<b>Address Line 2:</b>	1100 Peachtree Street NE, Suite 2800		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309		
<b>ATTORNEY DOCKET NUMBER:</b>	1067717		
<b>NAME OF SUBMITTER:</b>	Michael Carson		
<b>SIGNATURE:</b>	/Michael Carson/		
<b>DATE SIGNED:</b>	11/10/2017		
<b>Total Attachments: 1</b>			
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OP \$40.00 86674656

# CONFIRMATORY TRADEMARK ASSIGNMENT

This Assignment is made and entered into this 12<sup>th</sup> day of April, 2017, and between **Joe & The Juice A/S**, a Denmark public limited company with a principal place of business in Copenhagen, Denmark ("Assignor") and **Energizer Brands, LLC**, a Delaware limited liability company with a principal place of business in St. Louis, Missouri ("Assignee"). Assignor and Assignee may be referred to individually or collectively as the "Party" or "Parties."

WHEREAS, Assignor has adopted and used the trademark ENERGIZER in the United States in connection with fruit drinks (the "Trademark");

WHEREAS, Assignor has filed an application to register the Trademark with the United States Patent and Trademark Office in connection with "fruit drinks" in International Class 32, (Application Serial No. 86/674,656) (the "Application");

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee all rights, titles and interests in and to the Trademark and Application in the United States together with the goodwill of the business symbolized thereby, and with the right to recover for damages and profits and all other remedies for past infringements thereof.

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment as of the Effective Date.

Assignor:

Joe & The Juice A/S

By: [Signature]

Name: Morten Askekilde

Title: Head of legal

Date: 12/10/17