

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM453142

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Suntory Beverage & Food Limited		11/01/2017	Corporation: JAPAN
RECEIVING PARTY DATA			
Name:	Suntory Holdings Limited		
Street Address:	1-40 Dojimahama 2-Chome		
City:	Kita-ku, Osaka-shi, Osaka		
State/Country:	JAPAN		
Entity Type:	Corporation: JAPAN		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	5090736	REFRESHINGLY AUTHENTIC	
Registration Number:	4995819	OVI HYDRATION	
Registration Number:	4684432	OVI	
Serial Number:	87007799	FRUIT INFUSED HYDRATION	
CORRESPONDENCE DATA			
Fax Number:	2026590441		
<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:	202-659-8225		
Email:	trademarks@alprinlaw.com		
Correspondent Name:	M. Scott Alprin		
Address Line 1:	5 Pinehurst Circle, N.W.		
Address Line 4:	Washington, D.C. 20015		
DOMESTIC REPRESENTATIVE			
Name:	M. Scott Alprin		
Address Line 1:	5 Pinehurst Circle, N.W.		
Address Line 4:	Washington, D.C. 20015		
NAME OF SUBMITTER:	M. Scott Alprin		
SIGNATURE:	/M. Scott Alprin/		

OP \$115.00 5090736

DATE SIGNED:	12/04/2017
Total Attachments: 2 source=Suntory Beverage to Suntory Holdings - Assignment of 4 marks - Fully Signed#page1.tif source=Suntory Beverage to Suntory Holdings - Assignment of 4 marks - Fully Signed#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Suntory Beverage & Food Limited, hereinafter ASSIGNOR, a corporation duly organized and existing under the laws of Japan, and having its principal place of business at 3-1-1 Kyobashi Chuo-ku, Tokyo, Japan, is the owner of the full right, title and interest in, to, and under the following pending and registered trademarks:

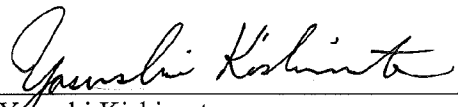
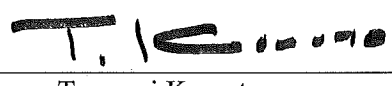
Serial No.	Reg. No.	Word Mark / Goods	Registration Date / Status
87007799		FRUIT INFUSED HYDRATION [Class 32] Soft drinks containing natural minerals and antioxidants; isotonic beverages containing natural minerals and antioxidants; soft drinks intended to assist users in staying hydrated; soft drinks	Pending
87007860	5090736	REFRESHINGLY AUTHENTIC [Class 32] Soft drinks containing natural minerals and antioxidants; isotonic beverages containing natural minerals and antioxidants; soft drinks intended to assist users in staying hydrated; soft drinks	November 29, 2016
86452420	4995819	OVI HYDRATION [Class 32] Soft drinks containing natural minerals and antioxidants; isotonic beverages containing natural minerals and antioxidants; soft drinks intended to assist users in staying hydrated	July 12, 2016
86313211	4684432	OVI [Class 32] Soft drinks containing natural minerals and antioxidants; isotonic beverages containing natural minerals and antioxidants	February 10, 2015

WHEREAS, Suntory Holdings Limited, hereinafter ASSIGNEE, a corporation duly organized and existing under the laws of Japan, and having its principal place of business at 1-40 Dojimahama 2-Chome, Kita-ku, Osaka-shi, Osaka, Japan, is desirous of acquiring said trademarks and the said U.S. registrations/applications therefor;

Now, therefore, to all whom it may concern: Be it known that in consideration of the mutual promises and covenants contained herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said ASSIGNOR does hereby assign, transfer, and convey unto the said ASSIGNEE the entire right, title, and interest in, to, and under the said trademarks and the above-identified registrations/applications therefor (U.S. Trademark Registration Nos. 5090736, 4995819, and 4684432, and U.S. Trademark Application Serial No. 87007799 (any the eventual registration that results therefrom)), together with the goodwill of the business(es) symbolized by and associated with the said marks.

U.S.A.

ASSIGNOR hereby authorizes and requests that the U.S. Commissioner for Trademarks to record ASSIGNEE as the owner of the above-identified registrations/applications (U.S. Trademark Registration Nos. 5090736, 4995819, and 4684432, and U.S. Trademark Application Serial No. 87007799 (any the eventual registration that results therefrom)).

ASSIGNOR	ASSIGNEE
<p>SUNTORY BEVERAGE & FOOD LIMITED</p> <p></p> <p>Yasushi Kishimoto Senior General Manager Legal & Risk Management Department, Corporate HR & Risk Management Division</p> <p>Date: November <u>1st</u>, 2017</p>	<p>SUNTORY HOLDINGS LIMITED</p> <p></p> <p>Name: Tomomi Komoto Senior General Manager Trademark Department, Risk Management Division</p> <p>Date: November <u>1st</u>, 2017</p>