

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM453147

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dean S Brown		10/25/2017	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Humble Juice Co. LLC		
Street Address:	9400 Lurline Avenue, Suite B-1		
City:	Chatsworth		
State/Country:	CALIFORNIA		
Postal Code:	91311		
Entity Type:	LLC ; CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5286463	HUMBLE JUICE CO.	
Registration Number:	5123503	HUMBLE	
CORRESPONDENCE DATA			
Fax Number:	8188799680		
<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:	818-879-9700		
Email:	kshaw@npwlaw.com		
Correspondent Name:	Kevin A. Shaw		
Address Line 1:	31248 Oak Crest Drive, Suite 100		
Address Line 4:	Westlake Village, CALIFORNIA 91361		
NAME OF SUBMITTER:	Kevin A. Shaw		
SIGNATURE:	/kevin shaw/		
DATE SIGNED:	12/04/2017		
Total Attachments: 2			
source=administrator@npwlaw.com_20171204_145234#page1.tif			
source=administrator@npwlaw.com_20171204_145234#page2.tif			

OP \$65.00 5286463

ASSIGNMENT OF TRADEMARK RIGHTS

This Assignment of Trademark Rights (this "Assignment") is entered into as of October 25, 2017 (the "Effective Date"), by Dean S. Brown (the "Assignor") and Humble Juice Co. LLC, a California limited liability company (the "Assignee").

WHEREAS, the Assignor is the owner of certain trademarks as identified on Schedule A attached hereto (collectively, "Trademarks");

WHEREAS, the Assignor is a member of the Assignee and intended for the Assignee to be the registered owner of the Trademarks;

WHEREAS, the Assignee desires to acquire the entire and exclusive right, title and interest in and to the Trademarks; and

WHEREAS, the Assignor is willing to assign and contribute to the Assignee all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged by the Assignor, the Assignor hereby assigns, contributes, transfers, conveys and sets over to the Assignee, and the Assignee hereby accepts, all of the Assignor's right, title and interest throughout the world in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks. This Assignment includes the right to sue and recover damages for past and future infringements of the Assignor's rights in the Trademarks and to bring any proceeding in the United States Patent and Trademark Office or any equivalent agency in any other country for cancellation or opposition or other proceeding in connection with the Trademarks. The right, title and interest is to be held and enjoyed by the Assignee and the Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by the Assignor had this Assignment not been made.

The Assignor further agrees that he will, at the Assignee's sole cost and expense, execute, verify, acknowledge and deliver all such further papers, including any instruments of transfer and recordable assignments, and perform such other acts as the Assignee lawfully may request from time to time, to perfect and vest title in the Trademarks in the Assignee, or the Assignee's successors and assigns.

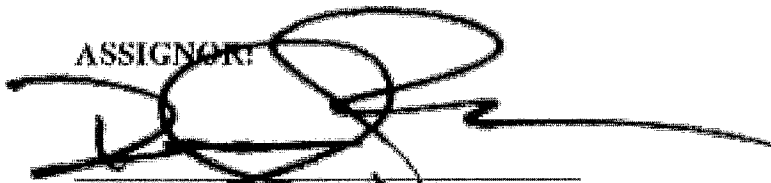
The Assignor covenants that he has the full right to convey the entire interest herein assigned, and that he has not assigned, and has not executed, and will not execute, any agreement in conflict herewith.

This Assignment shall be governed by and enforced in accordance with the laws of the State of California, without giving effect to any conflicts of law principles.

This Assignment shall be binding on, and shall inure to the benefit of, the parties hereto and their respective successors and assigns.

IN WITNESS WHEREOF, the undersigned have caused this Assignment to be duly executed as of the Effective Date.

ASSIGNOR:



Dean S. Brown, an individual

ASSIGNEE:

Humble Juice Co., LLC,
a California limited liability company

By:



Daniel Clark, Manager