

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM454614

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DZA Brands, LLC		12/12/2017	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Name:	Roar Beverages, LLC		
Street Address:	310 New York Avenue		
City:	Huntington		
State/Country:	NEW YORK		
Postal Code:	11743		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86270186	ROAR! ROOT BEER	
CORRESPONDENCE DATA			
Fax Number:			
<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:	(954) 351-7474		
Email:	mis@500law.com		
Correspondent Name:	Michael I. Santucci		
Address Line 1:	200 South Andrews Avenue, Suite 100		
Address Line 4:	Fort Lauderdale, FLORIDA 33301		
ATTORNEY DOCKET NUMBER:	3909.005		
NAME OF SUBMITTER:	Michael I. Santucci		
SIGNATURE:	/Michael I. Santucci/		
DATE SIGNED:	12/14/2017		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, DZA Brands, LLC, a limited liability company organized and existing under the laws of the State of Florida, is the owner of certain trademarks namely, ROAR and ROAR! ROOT BEER for use in connection with non-alcoholic beverages, including the goodwill associated therewith and desires to assign same to Roar Beverages, LLC, a limited liability company organized and existing under the laws of the State of New York and having a place of business at 310 New York Avenue, Huntington, New York 11743 (“Assignee”); and

WHEREAS, Assignee desires to acquire said marks and rights;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all federal, common-law and state rights, title and interest in and to the marks ROAR and ROAR! ROOT BEER in connection with non-alcoholic beverages, namely, soft drinks and carbonated beverages, and U.S. Serial Application No. 86/270,186, together with the goodwill, contract rights and other intangibles of the business symbolized by the marks ROAR and ROAR! ROOT BEER as used in connection with non-alcoholic beverages, and the right to sue and recover damages and profits for past, present and future infringements, unfair competition, false designation of origin, cancellation, opposition, declaratory relief and other claims related to the marks ROAR and ROAR! ROOT BEER.

This Trademark Assignment may be executed in counterparts, each of which shall be deemed to be an original, but all of which together will constitute one and the same instrument.

IN WITNESS WHEREOF, DZA Brands, LLC, has caused this Trademark
Assignment to be executed and delivered as of this 12th day of December, 2017.

DZA BRANDS, LLC

By: Kimberly Lyda

Printed Name: Kimberly Lyda

Title: Assistant Secretary

IN WITNESS WHEREOF, Roar Beverages, LLC, accepts this Trademark
Assignment executed and delivered as of this 12th day of December, 2017.

ROAR BEVERAGES, LLC

By: [Signature]

Printed Name: Roland Nesi

Title: CEO