

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM459115

<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>
California Natural Products		01/22/2018	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Svelte LLC		
<b>Street Address:</b>	1250 E. Lathrop Road		
<b>City:</b>	Lathrop		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95330		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3799419	CALNATURALE	
<b>Registration Number:</b>	3797172	CALNATURALE	
<b>Registration Number:</b>	5013088	CALNATURALE	
<b>Registration Number:</b>	4499878	CALNATURALE	
<b>Registration Number:</b>	4466312	THE OFFICIAL WINE OF SUMMER	
<b>Serial Number:</b>	87493726	CALNATURALE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3034732720		
<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>	303 473-2700		
<b>Email:</b>	docket@hollandhart.com		
<b>Correspondent Name:</b>	Scott S. Havlick		
<b>Address Line 1:</b>	P.O. Box 8749		
<b>Address Line 4:</b>	Denver, COLORADO 80201		
<b>NAME OF SUBMITTER:</b>	Scott S. Havlick		
<b>SIGNATURE:</b>	/Scott Havlick/		
<b>DATE SIGNED:</b>	01/23/2018		
<b>Total Attachments: 2</b>			

CH \$165.00 3799419

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## TRADEMARK ASSIGNMENT

WHEREAS, CALIFORNIA NATURAL PRODUCTS (the "Assignor"), a California Corporation, having its place of business at 1250 E. Lathrop Road, Lathrop, California 95330, is the owner of the trademark registrations and applications ("the Trademarks") listed on Exhibit A to this assignment (the "Assignment");

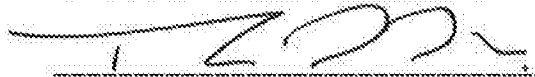
WHEREAS, SVELTE LLC (the "Assignee"), a Delaware limited liability company, having an office and principal place of business at 1250 E. Lathrop Road, Lathrop, California 95330, wishes to acquire the entire right, title and interest in and to the Trademarks together with the goodwill of the business associated with and symbolized by the Trademarks; and

WHEREAS, Assignee is the successor to that portion of the business of the Assignor to which the Trademarks pertain, which business is ongoing and existing.

NOW THEREFORE, for and in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, CALIFORNIA NATURAL PRODUCTS has sold, assigned and set over and does hereby sell, assign, and set over unto SVELTE LLC, its successors and assigns, the entire right, title and interest in and to the Trademarks and all rights of renewal thereof, together with the goodwill of the business associated with and symbolized by the Trademarks and together with the right to sue for past infringement and to collect all damages or profits for past infringements for its own use and benefits.

The Effective Date of this Assignment shall be January 22, 2018.

CALIFORNIA NATURAL PRODUCTS



By: Pat Mitchell

Title: President & CEO

**Exhibit A**

Country	Trademark	App. No./Reg. No.	Int. Classes
United States	<u>CALNATURALE</u>	RN: 3799419 SN: 77854382	33
United States	<u>CALNATURALE and Design</u>	RN: 3797172 SN: 77701023	33
United States	<u>CALNATURALE</u>	RN: 5013088 SN: 77977761	29, 33
United States	<u>CALNATURALE</u>	RN: 4499878 SN: 77981367	5
United States	<u>CALNATURALE</u>	SN: 87493726	29, 30, 32, 33
United States	<u>THE OFFICIAL WINE OF SUMMER</u>	RN: 4466312 SN: 85956260	33
Canada	<u>CALNATURALE SVELTE</u>	RN: TMA847349 AN: 1509133	5, 29, 32
Canada	<u>ENJOY YOURSELF</u>	RN: TMA853409 AN: 1546005	5
Canada	<u>HELLO BEAUTIFUL</u>	RN: TMA847460 AN: 1546004	5, 29, 30, 32
Canada	<u>JUST YOUR STYLE</u>	RN: TMA845839 AN: 1546006	5, 29, 30, 32
Canada	<u>LOOKING GOOD</u>	RN: TMA847471 AN: 1546003	5, 29, 30, 32
Canada	<u>THE OFFICIAL WINE OF SUMMER</u>	RN: TMA915217 AN: 1655678	33
Canada	<u>YOU'VE GOT APPEAL</u>	AN: 1684646	5, 29, 30, 32
Mexico	<u>CALNATURALE SVELTE</u>	RN: 1442331 AN: M1432388	29
Mexico	<u>CALNATURALE SVELTE</u>	RN: 1522620 AN: M1432387	5
International Registration (WIPO)	<u>CALNATURALE SVELTE</u>	RN: 1078004	5, 29
International Registration (WIPO)	<u>SVELTE</u>	RN: 1161200	5, 29
European Union	<u>CALNATURALE SVELTE</u>	RN: 009620899 AN: 009620899	5, 29, 32
Australia (WIPO)	<u>CALNATURALE SVELTE</u>	RN: 1431059 AN: 1431059	29
Hong Kong (WIPO)	<u>CALNATURALE SVELTE</u>	AN: 301796112	5
Singapore (WIPO)	<u>calnaturale svelte</u>	RN: T1107857D AN: T1107857D	5, 29