

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM459646

<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>
King Juice Company, Inc.		01/26/2018	Corporation: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	KJ Holding Corp.		
<b>Street Address:</b>	851 W. Grange Avenue		
<b>City:</b>	Milwaukee		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53221		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2131943	PIT STOP	
<b>Registration Number:</b>	2716283		
<b>Registration Number:</b>	3130178	CALYPSO	
<b>Registration Number:</b>	4012324	TEAMONADE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4142235000		
	<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>	414-273-2100		
<b>Email:</b>	PTO-WIS@huschblackwell.com, julie.hughes@huschblackwell.com		
<b>Correspondent Name:</b>	Husch Blackwell LLP		
<b>Address Line 1:</b>	555 E Wells Street, Suite 1900		
<b>Address Line 2:</b>	Brianna M. Schonenberg		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202		
<b>NAME OF SUBMITTER:</b>	Brianna M. Schonenberg		
<b>SIGNATURE:</b>	/Brianna M. Schonenberg/		
<b>DATE SIGNED:</b>	01/26/2018		
<b>Total Attachments: 3</b>			
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## TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("Agreement") is effective as of the 3<sup>rd</sup> day of July, 2017 (the "Effective Date") by and among **King Juice Company, Inc.**, a Wisconsin corporation ("**Assignor**") and **KJ Holding Corp.**, a Delaware corporation ("**Assignee**").


WHEREAS, the Assignor (by Timothy P. Kezman, Margaret A. Kezman, Salvatore B. Purpero, the Lucille A. Purpero Family Trust) and the Assignee entered into a Stock Purchase Agreement on July 3, 2017, pursuant to which Assignor has agreed to sell, transfer, assign, convey and deliver to Assignee all of its rights, title and interests in, to and under the Assigned Marks as defined in Section 1.

For good and valuable consideration, the sufficiency of which is hereby acknowledged, the parties agree as follows:


1. Ownership. Assignor owns all right, title, and interest in the trademark listed below ("**Assigned Marks**"):

- (a) PIT STOP, U.S. Registration No. 2,131,943 for soft drinks in International Class 32;



- (b) , U.S. Registration No. 2,716,283 for non-alcoholic beverages, namely, juices and fruit drinks, [ sports drinks ] and soft drinks in International Class 32;



- (c) , U.S. Registration No. 3,130,178 for lemonade in International Class 32; and
- (d) TEAMONADE, U.S. Registration No. 4,012,324 for tea based beverages; tea based beverages with fruit flavoring; beverages made of tea; tea with fruit flavoring and lemonade in International Class 30.

2. Transfer. Assignor hereby sells, assigns, and transfers to Assignee all right, title, and interest, throughout the world, in and to the Assigned Marks and any application or registration therefor, together with all common law rights, the goodwill of the business symbolized by the Assigned Marks, any and all causes of action, either in law or in equity, and the right to enforce

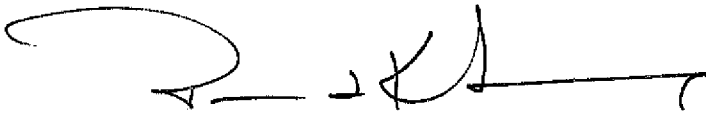
any rights and to file any causes of action, including the right to recover damages, for any past, present or future infringement or misappropriation of the Assigned Marks.

3. Acceptance. Assignee hereby accepts the assignment described herein and assumes all ownership, rights, liabilities and obligations in connection with such assignment.

4. Counterparts. This Agreement may be executed in one or more separate counterparts, each of which, when so executed shall, together, constitute and be one and the same instrument. Facsimile signatures shall be deemed to be originals.

**King Juice Company, Inc.**

**KJ Holding Corp.**



By: David Klavsons,  
Chief Executive Officer

By: Benjamin Holbrook, President

1/26/18  
Date

Date

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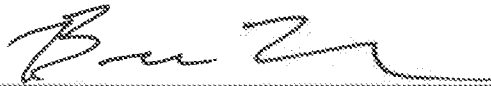
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**King Juice Company, Inc.**

**KJ Holding Corp.**

.....  
By: William J. Schumacher,  
Chief Financial Officer

  
.....  
By: Benjamin Holbrook, President

.....  
Date

1/5/18  
.....  
Date