

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM470398

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
STARBUCKS CORPORATION		12/11/2017	Company: WASHINGTON
RECEIVING PARTY DATA			
Name:	CONOPCO, INC.		
Street Address:	700 Sylvan Avenue		
City:	Englewood Cliffs		
State/Country:	NEW JERSEY		
Postal Code:	07632-3201		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 25			
Property Type	Number	Word Mark	
Registration Number:	4515582	ALOHA CITRUS	
Registration Number:	4262857	AWAKE	
Registration Number:	3464407	BERRYBLOSSOM WHITE	
Registration Number:	4522796	BLUSH BERRY BLACK	
Registration Number:	4959762	BLUSHBERRY BLACK	
Registration Number:	2530823		
Registration Number:	2533093		
Registration Number:	4524337	BRAMBLEBERRY	
Registration Number:	4472168	BRAMBLEWINE	
Registration Number:	4511710	GINGERLY JASMINE	
Registration Number:	4526527	HULA MATE	
Registration Number:	4511711	MINTLY CITRUS	
Registration Number:	2063452	PASSION	
Registration Number:	4495798	POGO	
Registration Number:	4660011	STEEP. SIP. EXPLORE.	
Registration Number:	4511712	TANGERINE TANGO	
Registration Number:	4365384	TAZO	
Registration Number:	2036503	TAZO	
Registration Number:	2281225	TAZO	
TRADEMARK			

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Property Type	Number	Word Mark
Serial Number:	85439878	TAZO
Registration Number:	3884425	TAZO
Registration Number:	3336132	TAZO
Registration Number:	2036502	TAZO
Registration Number:	4074259	TAZO
Registration Number:	2043900	TAZOBERRY

CORRESPONDENCE DATA

Fax Number: 2123101895
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.
Phone: 2126264242
Email: nyctrademarks@bakermckenzie.com
Correspondent Name: Lindsey Utrata
Address Line 1: 452 Fifth Avenue
Address Line 4: New York, NEW YORK 10018

ATTORNEY DOCKET NUMBER:	PROJECT MARCO POLO
NAME OF SUBMITTER:	Lindsey Utrata Authorized Attorney
SIGNATURE:	/LEU/
DATE SIGNED:	04/18/2018

Total Attachments: 5
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ASSIGNMENT OF TRADEMARKS

The undersigned, Starbucks Corporation, a company incorporated under the laws of Washington having an address at 2401 Utah Avenue South, Seattle, WA 98134 ("Assignor"), for nominal consideration inclusive of all taxes, the receipt and sufficiency of which are hereby acknowledged, received from Conopco, Inc., a New York corporation, having an address at 700 Sylvan Avenue, Englewood Cliffs, New Jersey 07632-3201, United States ("Assignee"), and pursuant to a certain Purchase and Sale Agreement with an effective date of 11 December 2017 by and between Assignor on the one hand, and Assignee on the other, does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

The U.S. trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein, including, without limitation, all registrations and applications for registration therefor listed on the Schedule attached hereto, together with the whole of the goodwill of the business associated therewith, (the "Trademarks").

Said Trademarks to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the Trademarks pertain, which business is ongoing and existing, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademarks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

Starbucks Corporation

By: PHYLIS TURNER-BRIM

Name: Phyllis Turner-Brim
Title: vice president, assistant general
counsel -- IP and Technology

Date: ~~March 2~~, 2018
April 12
March 2

Conopco, Inc.

By: JOSEPH SULLIVAN

Name: Joseph Sullivan
Title: Duly Authorised
Date: April 12 2018

Schedule

COUNTRY	TRADEMARK	APP DATE	APP NO	REG DATE	REG NO	TM STATUS
United States of America	ALOHA CITRUS	22-Oct-12	85760506	15-Apr-14	4515582	Registered
United States of America	AWAKE	11-Mar-09	77688306	25-Dec-12	4262857	Registered
United States of America	BERRYBLOSSOM					
United States of America	WHITE	22-Jun-06	78914266	08-Jul-08	3464407	Registered
United States of America	BLUSH BERRY					
United States of America	BLACK	22-Oct-12	85760510	29-Apr-14	4522796	Registered
United States of America	BLUSHBERRY					
United States of America	BLACK	02-Sep-15	86745279	17-May-16	4959762	Registered
United States of America	BOTTLE DESIGN					
United States of America	(TAZO)	01-Jul-98	75512209	15-Jan-02	2530823	Registered
United States of America	BOTTLE DESIGN					
United States of America	(TAZO)	01-Jul-98	75512210	22-Jan-02	2533093	Registered

United States of America	BRAMBLEBERRY	05-Feb-13	85841079	06-May-14	4524337	Registered
United States of America	BRAMBLEWINE	22-Oct-12	85760515	21-Jan-14	4472168	Registered
United States of America	GINGERLY JASMINE	22-Oct-12	85760517	08-Apr-14	4511710	Registered
United States of America	HULA MATE	22-Oct-12	85760520	06-May-14	4526527	Registered
United States of America	MINTLY CITRUS	22-Oct-12	85760525	08-Apr-14	4511711	Registered
United States of America	PASSION	17-Jul-96	75135397	20-May-97	2063452	Registered
United States of America	POGO	22-Oct-12	85760528	11-Mar-14	4495798	Registered
United States of America	STEEP. SIP. EXPLORE.	19-Jun-12	85655062	23-Dec-14	4660011	Registered

United States of America	TANGERINE TANGO	22-Oct-12	85760532	08-Apr-14	4511712	Registered
United States of America	TAZO	07-Nov-11	85466511	09-Jul-13	4365384	Registered
United States of America	TAZO	06-Jun-95	74684863	11-Feb-97	2036503	Registered
United States of America	TAZO	01-Jul-98	75512207	28-Sep-99	2281225	Registered
United States of America	TAZO	05-Oct-11	85439878			Pending
United States of America	TAZO	29-Mar-05	78597251	30-Nov-10	3884425	Registered
United States of America	TAZO (Black Brick Design)	29-Mar-05	78597222	13-Nov-07	3336132	Registered
United States of America	TAZO (White Brick Design)	06-Jun-95	74684862	11-Feb-97	2036502	Registered

United States of America	TAZO and Bottle Design	07-Jun-11	85339499	20-Dec-11	4074259	Registered
United States of America	TAZOBERRY	17-Jul-96	75135525	11-Mar-97	2043900	Registered

TRADEMARK

REEL: 006349 FRAME: 0161

RECORDED: 04/18/2018