

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM480837

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Diageo North America, Inc.		07/06/2018	Corporation: CONNECTICUT
RECEIVING PARTY DATA			
Name:	Diageo Brands B.V.		
Street Address:	MOLENWERF 12		
City:	AMSTERDAM		
State/Country:	NETHERLANDS		
Postal Code:	1014BG		
Entity Type:	Private Limited Company: NETHERLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4317508	JACAPPLE	
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:	2032297135		
Email:	diageodocketing@ashurst.com		
Correspondent Name:	Jennifer Hamilton		
Address Line 1:	801 Main Avenue		
Address Line 2:	c/o Diageo North America, Inc.		
Address Line 4:	Norwalk, CONNECTICUT 06851		
DOMESTIC REPRESENTATIVE			
Name:	Paola Tornabene		
Address Line 1:	801 Main Avenue		
Address Line 2:	c/o Diageo North America, Inc.		
Address Line 4:	Norwalk, CONNECTICUT 06851		
NAME OF SUBMITTER:	Jennifer Hamilton		
SIGNATURE:	/Jennifer Hamilton/		
DATE SIGNED:	07/06/2018		

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Total Attachments: 1

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TRADEMARK ASSIGNMENT

This ASSIGNMENT (“Assignment”) is between Diageo North America, Inc., a corporation organized under the laws of the Connecticut (“Assignor”) and Diageo Brands B.V., a private limited company organized under the laws of the Netherlands (“Assignee”).


WHEREAS, Assignor owns United States Trademark Registration No. 4,317,508 (the “Registration”) for the mark JACAPPLE (the “Mark”), which registered on April 9, 2013, and the goodwill associated therewith, and desires to assigns its entire right, title and interest in and to the Mark and the Registration to Assignee;

AND WHEREAS, Assignee wishes to acquire Assignor’s entire right, title, and interest in and to the Mark and the Registration.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, effective as of the date indicated below, all its right, title and interest in and to the Mark and the Registration, together with any other applications for registration of the Mark, any common law rights in the Mark, and the goodwill of the business symbolized by the Mark, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Dated: July 6, 2018

DIAGEO NORTH AMERICA, INC.

By: 
Name: Cherise Chamberlain
Title: Assistant Company Secretary