

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM491515

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
KJ Holding Corp.		09/24/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	King Juice Company, Inc.		
Street Address:	851 West Grange Avenue		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53221		
Entity Type:	Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3130178	CALYPSO	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	414-273-2100		
Email:	PTO-WIS@huschblackwell.com, julie.hughes@huschblackwell.com		
Correspondent Name:	Husch Blackwell LLP		
Address Line 1:	555 E Wells Street, Suite 1900		
Address Line 2:	Brianna M. Schonenberg		
Address Line 4:	Milwaukee, WISCONSIN 53202		
NAME OF SUBMITTER:	Brianna M. Schonenberg		
SIGNATURE:	/Brianna M. Schonenberg/		
DATE SIGNED:	09/26/2018		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("Agreement") is effective as of September 24, 2018 (the "Effective Date") by and between KJ Holding Corp., a Delaware Corporation ("Assignor") and King Juice Company, Inc., a Wisconsin Corporation ("Assignee").

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 trademarks listed below ("Assigned Mark"):



a) U.S. Registration No. 3,130,178 for lemonade in International Class 32.

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

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.

KJ HOLDING CORP.

By: Benjamin Holbrook, President

9/26/18
Date

KING JUICE COMPANY, INC.

By: David Klavsons, Chief Executive Officer

9/24/2018
Date