

**TRADEMARK ASSIGNMENT COVER SHEET**

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM498366

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CHAMELEON COLD BREW, LLC		01/31/2018	Corporation: DELAWARE Limited Liability Company

RECEIVING PARTY DATA	
<b>Name:</b>	Société des Produits Nestlé S.A.
<b>Street Address:</b>	Case Postale 353
<b>City:</b>	1800 Vevey
<b>State/Country:</b>	SWITZERLAND
<b>Postal Code:</b>	0
<b>Entity Type:</b>	Société Anonyme (Sa): SWITZERLAND

PROPERTY NUMBERS Total: 9		
Property Type	Number	Word Mark
Registration Number:	5402379	BUZZ BIG AS TEXAS
Registration Number:	5402378	COFFEE MADE FOR MAKERS
Registration Number:	4013965	CHAMELEON COLD-BREW
Registration Number:	5109763	
Registration Number:	5127635	COFFEE, EVOLVED
Registration Number:	5181381	CHAMELEON
Registration Number:	5237048	
Registration Number:	5330992	CHAMELEON WHOLE-BEAN ORGANIC COFFEE
Registration Number:	5124337	CHAMELEON COLD-BREW

CH \$240.00 5402379

CORRESPONDENCE DATA	
<b>Fax Number:</b>	
<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>	303.245.2092
<b>Email:</b>	docket@hollandhart.com, ljheld@hollandhart.com
<b>Correspondent Name:</b>	Catherine C. Miller, Holland & Hart, LLC
<b>Address Line 1:</b>	P.O. Box 8749
<b>Address Line 2:</b>	Attn: Trademark Docketing
<b>Address Line 4:</b>	Denver, COLORADO 80201

<b>ATTORNEY DOCKET NUMBER:</b>	82145.2329
<b>DOMESTIC REPRESENTATIVE</b>	
<b>Name:</b>	Catherine C. Miller, Holland & Hart, LLC
<b>Address Line 1:</b>	P.O. Box 8749
<b>Address Line 2:</b>	Attn: Trademark Docketing
<b>Address Line 4:</b>	DENVER, COLORADO 80201
<b>NAME OF SUBMITTER:</b>	Catherine C. Miller
<b>SIGNATURE:</b>	/Catherine C. Miller/
<b>DATE SIGNED:</b>	11/15/2018
<b>Total Attachments: 2</b> source=Chameleon Cold Brew LLC Assignment#page1.tif source=Chameleon Cold Brew LLC Assignment#page2.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment is made and effective as of the 31<sup>st</sup> day of January 2018 (the "Effective Date"), by and between Chameleon Cold Brew, LLC, a Delaware limited liability company ("Assignor"), and Societe des Produits Nestle S.A., a Swiss societe anonyme having a place of business at Case Postale 353, 1800 Vevey, Switzerland ("Assignee").

WHEREAS, Assignor is the sole owner of the trademarks and the corresponding registrations shown on Schedule A (collectively, the "Trademarks");

WHEREAS, Assignee desires to acquire Assignor's 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 said Trademarks; and

WHEREAS, the Assignor and Assignee are both duly authorized and capable of entering into this Trademark Assignment.

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

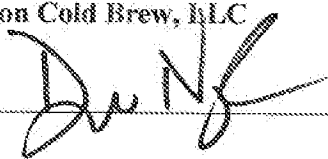
The Assignor does hereby sell, assign, transfer and sets over to Assignee, its successors and assigns, all of its right, title and interest in and to the Trademarks, including, without limitation, all rights of renewal thereof, together with (i) the parts of the businesses to which the Trademarks pertain, which business is ongoing and existing, (ii) the goodwill of the businesses associated with and symbolized by the Trademarks, (iii) the right to sue for past or continuing infringement and to collect all damages or profits for past infringements for its own use and benefits, and (iv) the right to sue and recover for any past or continuing contract breaches related to the Trademarks.

The Assignor authorizes the United States Patent and Trademark Office and any other applicable jurisdictions to record the transfer of the registration of the Trademarks to Assignee as recipient of Assignor's entire right, title and interest therein.

IN WITNESS hereof, Assignor has executed this Trademark Assignment as of the Effective Date.

Chameleon Cold Brew, LLC






By: \_\_\_\_\_



Name: Daniel Nugent

Title: General Counsel

**SCHEDULE A**

Mark	Country		App. No.	App. Date	Reg. No.	Reg. Date	Status
A BUZZ AS BIG AS TEXAS	US	national	87048261	May 24, 2016	5402379	Feb. 13, 2018	Registered
COFFEE MADE FOR MAKERS	US	national	87048245	May 24, 2016	5402378	Feb. 13, 2018	Registered
	US	national	85164974	Oct. 29, 2010	4013965	Aug. 16, 2011	Registered
	US	national	87048149	May 24, 2016	5109763	Dec. 27, 2016	Registered
COFFEE, EVOLVED	US	national	87049594	May 25, 2016	5127635	Jan. 24, 2017	Registered
CHAMELEON	US	national	87163397	Sept. 7, 2016	5181381	April 11, 2017	Registered
	US	national	87260490	Dec. 07, 2016	5237048	Jul. 04, 2017	Registered
CHAMELEON WHOLE-BEAN ORGANIC COFFEE	US	national	87163433	Sept. 7, 2016	5330992	Nov. 7, 2017	Registered
CHAMELEON COLD-BREW	US	national	87094182	July 6, 2016	5124337	Jan. 17, 2017	Registered
	Canada	national	1783980	Nov. 17, 2017			Pending
	WIPO : - EU - Japan - Mexico	IR			1306377	May 20, 2016	Registered