

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM507955

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Whole E Nature, LLC		10/18/2018	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Wonderful Company LLC		
Street Address:	11444 West Olympic Blvd.		
Internal Address:	10th Floor		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86685408	WONDER FUEL	
CORRESPONDENCE DATA			
Fax Number:	3109668810		
<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>			
Email:	latunda.powell@roll.com		
Correspondent Name:	LaTunda Powell, Trademark Administrator		
Address Line 1:	11444 West Olympic Blvd.,		
Address Line 2:	7th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90064		
ATTORNEY DOCKET NUMBER:	208079		
NAME OF SUBMITTER:	LaTunda Powell		
SIGNATURE:	/LaTunda Powell/		
DATE SIGNED:	01/30/2019		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT OF TRADEMARK RIGHTS ("Assignment") is made and entered into on October 18, 2018, by and between Whole E Nature, LLC a California limited liability company located and doing business at 888 Prospect Street, Suite 200, La Jolla, CA 92037 ("Assignor") and The Wonderful Company LLC, a Delaware limited liability company, located and doing business at 11444 W. Olympic Blvd., Los Angeles, CA, 90064 ("Assignee").

WHEREAS, Assignor is the owner of the mark WONDER FUEL for beverages and used at common law and depicted in U.S. App. No. 86/685408, with an application date of July 7, 2015 (the "Mark"); and

WHEREAS, Assignee is desirous of acquiring Assignor's entire right, title, and interest in and to the Mark and the goodwill of the business associated therewith.

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


1. Assignor does hereby, assign, transfer and convey to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to the Mark, together with goodwill of the business symbolized by the Mark throughout the world and all registrations therefor, in the United States of America, its territories and possessions, and any foreign countries, together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

2. This Assignment is binding upon, will inure to the benefit of and shall be enforceable by each of the parties hereto and their respective successors and assigns and may be executed in two or more counterparts (including by means of facsimile and/or electronic transmission), each of which will be deemed an original but all of which together constitute but one and the same instrument.

3. Assignor and Assignee may amend, modify and supplement this Assignment in such manner as may be mutually agreed by them in writing.

IN WITNESS WHEREOF, the undersigned have caused this Assignment to be executed as of the day and year first set forth above.

Whole E Nature, LLC

By: 

Name: Sioma Waisburd

Title: CEO

The Wonderful Company LLC

By: 

Name: Craig B. Cooper
Senior Vice President

Title: _____