

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM516252

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hood River Juice Company, Inc.		02/21/2019	Corporation: OREGON
RECEIVING PARTY DATA			
Name:	S. Martinelli & Company		
Street Address:	227 East Beach Street		
Internal Address:	P.O. Box 1868		
City:	Watsonville		
State/Country:	CALIFORNIA		
Postal Code:	95077		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5633677	1868	
CORRESPONDENCE DATA			
Fax Number:	4159891663		
<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:	415-391-4800		
Email:	TML5@CPDB.COM		
Correspondent Name:	Lawrence J. Siskind		
Address Line 1:	One Montgomery Street, Suite 3000		
Address Line 4:	San Francisco, CALIFORNIA 94104		
NAME OF SUBMITTER:	Lawrence J. Siskind		
SIGNATURE:	/lawrence j. siskind/		
DATE SIGNED:	03/27/2019		
Total Attachments: 3			
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OP \$40.00 5633677

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is entered into as of February 21, 2019, by and between Hood River Juice Company, Inc., an Oregon corporation ("Assignor"), and S. Martinelli & Company, a California corporation with an address of P.O. Box 1868, 227 East Beach Street, Watsonville, California 95077 ("Assignee").

RECITALS

WHEREAS, Assignor is the owner of the trademark and trademark registration listed on Schedule A attached hereto and made a part hereof (the "Trademark" and the "Registration," respectively); and

WHEREAS pursuant to that certain Agreement to License and Assign dated March 9, 2018, between Assignor and Assignee, Assignor wishes to assign the Trademark, the Registration, and the goodwill represented by the Trademark (the "Goodwill"), to Assignee and Assignee desires to acquire such Trademark, Registration and Goodwill.

ASSIGNMENT

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest Assignor holds in and to the Trademark, together with the Registration and the Goodwill, and the right to recover damages and profits for past, present or future infringement or other unauthorized use thereof.

Assignor represents and warrants that Assignor is the owner of the Trademark, the Registration and the Goodwill, and has the full right to convey the rights assigned herein. Assignor agrees to provide, at its own cost, all documents reasonably requested by Assignee to evidence Assignor's ownership of the Trademark and the Registration.

Assignor agrees to take any steps and provide any information reasonably requested by Assignee to maintain and enforce the Trademark and Registration.

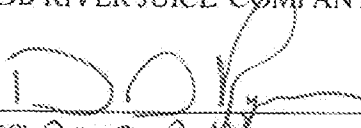
This Assignment shall be binding upon the parties, their successors and/or assigns and all others acting by, through, with or under their direction, and all those in privity therewith.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor and Assignee have entered into this Assignment as of the date set forth above.

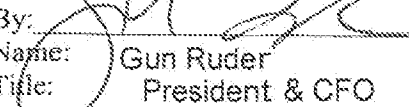
ASSIGNOR:

HOOD RIVER JUICE COMPANY, INC.

By: 
Name: DAVID RYAN
Title: President

ASSIGNEE:

S. MARTINELLI & COMPANY

By: 
Name: Gun Ruder
Title: President & CFO

SCHEDULE A

TRADEMARK	GOODS/SERVICES	REG. NO.	REG. DATE
1868	Hard cider.	5,633,677	December 18, 2018

10599.002 4836-6202-8934.1

4845-6515-1752.2