

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM517521

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Skinny Mixes, LLC		04/02/2019	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Name:	New Skinny Mixes, LLC		
Street Address:	2849 Executive Drive, Suite 200		
City:	Clearwater		
State/Country:	FLORIDA		
Postal Code:	33762		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	3776159	JORDAN'S SKINNY MIXES	
Registration Number:	5254361	JORDAN'S SIMPLY SYRUPS	
Registration Number:	5072426	JORDAN'S CRAFTED COCKTAILS	
Registration Number:	5072424	GLAM COCKTAILS	
Registration Number:	4967269	JORDAN'S SKINNY	
Registration Number:	4840199	JORDAN'S ALL NATURALS	
Registration Number:	4812316	GLAM POP	
Registration Number:	5700335	JORDAN'S COLD BREW	
Registration Number:	4353395	JORDAN'S SLENDER SYRUPS	
Serial Number:	87546673	JORDAN'S SIMPLY COCKTAILS	
Serial Number:	88184683	JORDAN'S SKINNY SYRUPS	
Serial Number:	88181401	MEANINGFUL DAILY WELLNESS BOOST	
CORRESPONDENCE DATA			
Fax Number:	2126311241		
<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:	2127143079		
Email:	trademarks@whiteandwilliams.com		
Correspondent Name:	Randy M. Friedberg		

OP \$315.00 3776159

Address Line 1: 7 Times Square, Suite 2900
Address Line 4: New York, NEW YORK 10036

NAME OF SUBMITTER: Randy Friedberg

SIGNATURE: /Randy Friedberg/

DATE SIGNED: 04/04/2019

Total Attachments: 3

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ASSIGNMENT OF MARKS

This ASSIGNMENT OF MARKS ("Assignment") is made and entered into as of April 2, 2019 (the "Effective Date"), by and between Skinny Mixes, LLC, a Florida limited liability company ("Assignor") and New Skinny Mixes, LLC, a Delaware limited liability company ("Assignee").

RECITALS

A. GoodWest Holdings, LLC, a Delaware limited liability company, Company, Newco and Jordan Engelhardt are parties to that certain Rollover Transaction and Unit Purchase Agreement entered into as of the Effective Date (the "Purchase Agreement"), which provides for the purchase and sale of the Business Assets. The Business Assets include, without limitation, the marks listed on Schedule A attached hereto (the "Marks").

B. Assignor is the owner of all right, title and interest in and to the Marks, U.S. Trademark Registration Numbers 3776159, 5254361, 5072426, 5072424, 4967269, 4840199, 4812316, 5700335 and 4353395, and U.S. Trademark Application Numbers 87546673, 88184683 and 88181401, together with the goodwill of the business connected with and symbolized by the Marks.

C. Capitalized terms not otherwise defined herein shall have the meanings ascribed to them in the Purchase Agreement.

Now, Therefore, Assignor, for and in exchange for the consideration set forth in the Agreement, the receipt of which is hereby acknowledged, does hereby grant, transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under the Marks, together with the goodwill associated therewith and which is symbolized thereby, all rights to sue for infringement of the Marks, whether arising prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States, the same to be held and enjoyed by the said Assignee, its successors and assigns from and after the date hereof as fully entirely as the same would have been held and enjoyed by the said Assignor had this Assignment not been made.

IN WITNESS WHEREOF, the Assignor has duly executed this Assignment effective on the date above first written.

Assignor:

SKINNY MIXES, LLC

By: *Jordan Engelhardt*
Jordan Engelhardt, President

[Signature Page to Assignment of Marks]

TRADEMARK

REEL: 006610 FRAME: 0202

Schedule A

Marks

JORDAN'S SKINNY MIXES (Reg. No. 3776159)

JORDAN'S SIMPLY SYRUPS (Reg. No. 5254361)

JORDAN'S CRAFTED COCKTAILS (Reg. No. 5072426)

GLAM COCKTAILS (Reg. No. 5072424)

JORDAN'S SKINNY (Reg. No. 4967269)

JORDAN'S ALL NATURALS (Reg. No. 4840199)

GLAM POP (Reg. No. 4812316)

JORDAN'S SLENDER SYRUPS (Reg. No. 4353395)

JORDAN'S COLD BREW (Reg. No. 5700335)

JORDAN'S SIMPLY COCKTAILS (App. No. 87546673)

JORDAN'S SKINNY SYRUPS (App. No. 88184683)

MEANINGFUL DAILY WELLNESS BOOST (App. No. 88181401)