

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM518279

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Project Juice LLC		04/09/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Superfood Holdings, LLC		
Street Address:	450 Newport Center Drive, S. 200		
City:	Newport Beach		
State/Country:	CALIFORNIA		
Postal Code:	92660		
Entity Type:	Corporation: DELAWARE	Limited Liability Company: DELAWARE	
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Serial Number:	85701356	PROJECT JUICE	
Serial Number:	85729693	PROJECT: JUICE	
Serial Number:	85730145	PROJECT CLEANSE	
Serial Number:	85916034		
Serial Number:	86190665	GIMME A SHAKE	
Serial Number:	87022178	DRINK JUICE. EAT CLEAN. FEEL AWESOME.	
Serial Number:	87022152	PROJECT PLANT	
Serial Number:	87711481	SUBZERO SUPERFOODS	
Serial Number:	85765410	LOCAL + COLD-PRESSED + RAW	
Serial Number:	85659849	JUICESPIRATION	
Serial Number:	86186947	PROJECT PLANT	
CORRESPONDENCE DATA			
Fax Number:			
<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:	4048738624		
Email:	tucker.barr@agg.com		
Correspondent Name:	J. Tucker Barr		
Address Line 1:	171 17th Street NW, Suite 2100		

CH \$290.00 85701356

Address Line 2: Arnall Golden Gregory LLP
Address Line 4: Atlanta, GEORGIA 30363

ATTORNEY DOCKET NUMBER: 33425.15

NAME OF SUBMITTER: J. Tucker Barr

SIGNATURE: /J. Tucker Barr/

DATE SIGNED: 04/09/2019

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of the 9 day of April 2019 (the "Effective Date"), by and between Project Juice, LLC, a Delaware limited liability company (hereinafter referred to as "Assignor"), and Superfood Holdings, LLC, a Delaware limited liability company (hereinafter referred to as "Assignee").

WHEREAS, Assignor is the owner of the trademarks set forth on Schedule A, attached hereto, and incorporated herein by reference (the "Marks"); and

WHEREAS, the parties desire to enter into this Assignment to affect the transfer of all right, title, and interest in and to the Marks to Assignee on a worldwide basis.

NOW, THEREFORE, for and in consideration of the premises and the mutual promises hereinafter set forth and the sum of \$10.00, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. Transfer and Assignment. Assignor hereby transfers and assigns to Assignee all right, title, and interest in and to the Marks on a worldwide basis, together with the goodwill associated therewith, along with the right to recover for damages and profits and other remedies for past infringements of the Marks.

2. Further Documentation and Actions. Assignor hereby agrees to execute and deliver to Assignee any further documents and instruments, and to do any and all further reasonable and necessary acts to vest in Assignee all right, title, and interest in and to the Marks, and to enable such right, title, and interest for the Marks to be recorded in the United States Patent and Trademark Office and any other domestic or international governmental authority.

ASSIGNOR

By: 

Name:

Marra St Clair

Title:

Co-founder

ASSIGNEE

By: 


Name:

Marty Moore

Title:

Secretary

SCHEDULE A

Trademark	Application Number	Registration Number
PROJECT JUICE	85701356	4485922
PROJECT: JUICE	85729693	4485979
PROJECT CLEANSE	85730145	4482035
	85916034	4507862
GIMME A SHAKE	85190665	4601281
DRINK JUICE. EAT CLEAN. FEEL AWESOME.	87022178	5225235
PROJECT PLANT	87022152	5381419
SUBZERO SUPERFOODS	87711481	5618974

LOCAL + COLD-PRESSED + RAW	85765410	4315137
JJICESPIRATION	85659849	4426332
PROJECT PLANT	86186947	