

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM522232

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Vapors Electronic Smoke Shop LLC		04/15/2019	Limited Liability Company: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JUUL Labs, Inc.		
<b>Street Address:</b>	560 20th Street, Building 104		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94107		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4976064	MAKE THE SWITCH TODAY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6504936811		
<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>	6504939300		
<b>Email:</b>	trademarks@wsgr.com		
<b>Correspondent Name:</b>	Aaron D. Hendelman		
<b>Address Line 1:</b>	Wilson Sonsini Goodrich & Rosati		
<b>Address Line 2:</b>	650 Page Mill Road		
<b>Address Line 4:</b>	Palo Alto, CALIFORNIA 94304		
<b>ATTORNEY DOCKET NUMBER:</b>	35196.903/JQM		
<b>NAME OF SUBMITTER:</b>	Aaron D. Hendelman		
<b>SIGNATURE:</b>	/Aaron D. Hendelman/		
<b>DATE SIGNED:</b>	05/06/2019		
<b>Total Attachments: 1</b>			
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**TRADEMARK ASSIGNMENT**

This Trademark Assignment (the "Assignment"), effective April 15, 2019, by and between Vapors Electronic Smoke Shop LLC, dba Vapors, with its principal place of business located at Suite E. 3308 Navarre Ave., Oregon OH 43616 ("Assignor") and JUUL Labs, Inc., a Delaware corporation with its principal place of business located at 560 20th St., San Francisco, CA 94107 ("Assignee"), with reference to the facts and circumstances set forth below.

WHEREAS, Assignor owns all rights, title and interest in and to the mark MAKE THE SWITCH TODAY, including US Trademark Registration 4976064, together with all goodwill and other rights associated with such trademark (the "Trademark"); and

WHEREAS, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor has agreed to assign to Assignee all of Assignor's rights, title and interest in and to the Trademarks.

NOW, THEREFORE, Assignor and Assignee hereby agree as follows:

Assignment of Trademarks. Assignor hereby transfers, conveys, assigns and delivers to Assignee all of Assignor's rights, title and interest in and to the Trademark, together with the goodwill of the business associated therewith throughout the world and all common-law and statutory rights, title and interest in and to the Trademark, all rights of registration, maintenance, renewal and protection thereof, and all rights of recovery and of legal action for past infringements of the Trademark. Assignor agrees to provide all assistance reasonably requested by Assignee in the establishment, recordation and enforcement of Assignee's rights in and to the Trademark.

IN WITNESS WHEREOF, Assignor has executed this Agreement as of the date first set forth above.

ASSIGNOR: Vapors Electronic Smoke Shop LLC

By: 

Name: Michael S. Wegman

Title: Member

Date: 4-30-2019