

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM526189

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	2		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
A. Lassonde Inc.		05/28/2019	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	Industries Lassonde Inc.		
Street Address:	755 Principale Street		
City:	Rougemont, Québec		
State/Country:	CANADA		
Postal Code:	J0L1M0		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	88151049	KIJU ORGANIC FIT	
Registration Number:	3453734	KIJU	
CORRESPONDENCE DATA			
Fax Number:	2029555564		
<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:	2024192404		
Email:	stephen.jeffries@hklaw.com		
Correspondent Name:	Stephen J. Jeffries		
Address Line 1:	800 17th Street NW, Suite 1100		
Address Line 4:	Washington, D.C. 20006		
NAME OF SUBMITTER:	Stephen J. Jeffries		
SIGNATURE:	/Stephen J. Jeffries/		
DATE SIGNED:	06/04/2019		
Total Attachments: 2			
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OP \$65.00 88151049

TRADEMARK ASSIGNMENT

This Trademark Assignment is made by and between:

A. Lassonde Inc., a Canadian corporation having an address at 755 Principale Street, Rougemont, Québec J0L1M0, Canada (hereinafter the "Assignor");

and

Industries Lassonde Inc., a Canadian corporation having an address at 755 Principale Street, Rougemont, Québec J0L1M0, Canada (hereinafter, the "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks KIJU and KIJU ORGANIC FIT in the United States (hereinafter, the "Marks");

WHEREAS, Assignor is the owner of United States Patent and Trademark Office Registration No. 3453734 for the trademark KIJU (hereinafter, the "Registration");

WHEREAS, Assignor is the owner of United States Patent and Trademark Office Application No. 88151049 for the trademark KIJU ORGANIC FIT (hereinafter, the "Application");

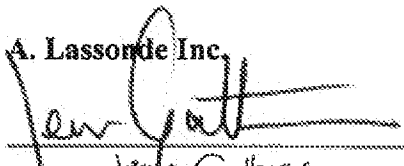
WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest in and to the Marks, the Registration and the Application, together with the goodwill of the business symbolized by and associated with the Marks, and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or such associated goodwill; and

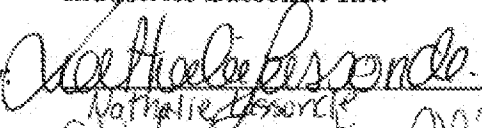
WHEREAS, Assignee shall, upon the effective date of this Trademark Assignment, be the successor to the portion of the ongoing and existing business of the Assignor to which the Marks pertain.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers and sets over to Assignee all of Assignor's right, title and interest in and to the Marks, the Registration, and the

Application, together with the goodwill of the business symbolized by and associated with the Marks, and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or such associated goodwill.

IN WITNESS WHEREOF, Assignor and Assignee, by and through their authorized agents and representatives, hereby set their hands and seals to this Trademark Assignment, which shall be binding upon the parties, their successors and assigns, and all other acting by, through, with or under their direction, and all those in privity with them, effective as of the later of the signature dates set forth below.

A. Lassonde Inc.
By: 
Title: Jean Galuso
President and CEO.
Date: 2019-05-28

Industries Lassonde Inc.
By: 
Title: Nathalie Desrosiers
Chief Executive Officer
Date: 2019-05-28

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