

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM526938

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Chez Isabelle, LLC		05/24/2019	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	A Shoc Beverage, LLC		
Street Address:	120 Newport Center Drive		
City:	Newport Beach		
State/Country:	CALIFORNIA		
Postal Code:	92660		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Serial Number:	88124765	ADRENALINE RUSH	
Serial Number:	88124773	ADRENALINE SHOT	
Serial Number:	88138371	A ADRENALINE SHOC	
Serial Number:	88161570	ADRENALINE BLAST	
Serial Number:	88155736	A SHOC	
Serial Number:	88234283	ADRENALINE SHOC ACCELERATOR	
Serial Number:	88234289	ACCELERATOR	
Serial Number:	88303664	A SHOC & AWE	
CORRESPONDENCE DATA			
Fax Number:	7032436410		
<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:	703-465-5355		
Email:	smithj@mwzb.com		
Correspondent Name:	Jeffrey Smith, Esq of Millen & White, PC		
Address Line 1:	2200 Clarendon Boulevard		
Address Line 2:	Suite 1400		
Address Line 4:	Arlington, VIRGINIA 22201		
ATTORNEY DOCKET NUMBER:	ASHOC-0003-X		

CH \$215.00 88124765

NAME OF SUBMITTER:	Jeffrey A. Smith
SIGNATURE:	/jas/
DATE SIGNED:	06/07/2019
Total Attachments: 5 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif source=Trademark Assignment#page3.tif source=Trademark Assignment#page4.tif source=Trademark Assignment#page5.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment"), effective as of May 24, 2019, is made by Chez Isabelle, LLC, a limited liability company organized under the laws of the state of California, with its business address at 630 Clinton Place, Beverly Hills, California 90210 U.S.A. ("Assignor") and A Shoc Beverage, LLC, a limited liability company organized under the laws of the state of Delaware, with its business address at 120 Newport Center Drive, Newport Beach, California 92660 U.S.A. ("Assignee").

WHEREAS, Assignor is the owner of the names and marks A SHOC & AWE, A SHOC, A ADRENALINE SHOC, ADRENALINE BLAST, ADRENALINE SHOT, ADRENALINE RUSH, ACCELERATOR, ADRENALINE SHOC ACCELERATOR and any and all associated designs, including the trademarks and trademark applications set forth on Schedule A hereto (together with any other names, marks or other similar indicia of origin that Licensor owns containing, comprising, derivative of, or similar or related to the marks identified on Schedule A hereto, the "Marks").

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignor hereby irrevocably assigns, transfers, conveys and delivers to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in, to and under the Marks (which are being assigned with the business to which the Marks pertain, which business is ongoing and existing) throughout the universe, together with all (a) goodwill symbolized by and connected with the use of the Marks, and the business to which the Marks pertain, (b) rights to sue, counterclaim, and to collect damages and payments for claims of past, present, and future infringement, unfair competition, dilution or other violation of the Marks; (c) income, royalties, damages, and payments due or payable with respect to the Marks; and (d) applications and registrations for the Marks throughout the world, and all rights of priority throughout the world associated with, and all renewals of, any applications or registrations for the Marks (collectively, the "Related Rights"), in each case, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns, or other legal representatives or designees. Without limiting the foregoing, the Marks are being assigned as part of the entire business or portion thereof to which the Marks pertain, as required by Section 10 of the Trademark Act, 15 U.S.C. § 1060.

2. Assignor hereby agrees to cooperate with the Assignee, and execute such additional documents and perform such other acts, upon the request of Assignee, as the Assignee may deem reasonably necessary to register, evidence, perfect and otherwise give full effect to the rights of Assignee in and to the Marks and Related Rights under this Assignment, including all documents necessary to record in the name of Assignee the assignment of the Marks with the United States Patent and Trademark Office, and with any other appropriate office or registrar throughout the world.

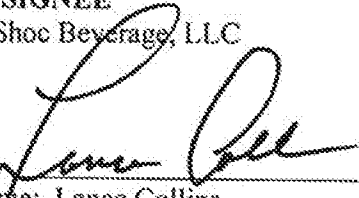
3. THIS ASSIGNMENT, AND ALL CLAIMS OR CAUSES OF ACTION (WHETHER IN CONTRACT, TORT OR OTHERWISE) THAT MAY BE BASED UPON, ARISE OUT OF OR RELATING TO THIS ASSIGNMENT OR THE NEGOTIATION, EXECUTION OR

PERFORMANCE OF THIS ASSIGNMENT SHALL BE GOVERNED BY AND
CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF DELAWARE,
WITHOUT RESPECT TO ITS APPLICABLE PRINCIPLES OF CONFLICTS OF LAWS
THAT MIGHT REQUIRE THE APPLICATION OF THE LAWS OF ANOTHER
JURISDICTION.


[Signature Page Follows]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed and delivered by their duly authorized officers effective as of the date first set forth above.


ASSIGNEE
A Shoc Beverage, LLC


By 
Name: Lance Collins
Title: CEO





ASSIGNOR
Chez Isabelle, LLC

By 
Name: Lance Collins
Title: Managing Member

Schedule A to Trademark Assignment Agreement

<u>TRADEMARK</u>	<u>CLASS/GOODS & SERVICES</u>	<u>APP. NO.</u>	<u>APP. DATE</u>
ADRENALINE RUSH	032- energy drinks	88124765	September 20, 2018
ADRENALINE SHOT	032- energy drinks	88124773	September 20, 2018
	032- energy drinks	88138371	October 01, 2018
ADRENALINE BLAST	032- energy drinks	88161570	October 19, 2018
A SHOC	032- energy drinks	88155736	October 15, 2018
ADRENALINE SHOC ACCELERATOR	032- energy drinks	88234283	December 18, 2018
ACCELERATOR	032- energy drinks	88234289	December 18, 2018
A SHOC & AWE	032- energy drinks	88303664	February 15, 2019

<u>COUNTRY</u>	<u>TRADEMARK</u>	<u>CLASS/GOODS & SERVICES</u>	<u>APP NO</u>	<u>APP DATE</u>
CANADA		032 –energy drinks	1,954,339	March 29, 2019

CHINA		032 –energy drinks	37173280	March 29, 2019
EUROPE		032 –energy drinks	018042905	March 29, 2019
MEXICO		032 –energy drinks	2187528	March 29, 2019
UNITED KINGDOM		032 –energy drinks	3387846	March 29, 2019
CANADA	A SHOC	032 –energy drinks	1,954,340	March 29, 2019
CHINA	A SHOC	032 –energy drinks	37173280	March 29, 2019
EUROPE	A SHOC	032 –energy drinks	018042907	March 29, 2019
MEXICO	A SHOC	032 –energy drinks	2187527	March 29, 2019
UNITED KINGDOM	A SHOC	032 –energy drinks	3387863	March 29, 2019

Schedule A to Trademark Assignment Agreement