

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM529619

<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>
MONSTER ENERGY COMPANY		06/17/2019	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	REIGN BEVERAGE COMPANY LLC		
<b>Street Address:</b>	1547 N. KNOWLES AVE.		
<b>City:</b>	LOS ANGELES		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90063		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88120065	REIGN ENERGY	
<b>Serial Number:</b>	88175257	REIGN FUEL	
<b>Serial Number:</b>	88175248	REIGN PERFORMANCE	
<b>Serial Number:</b>	88118353	REIGN PERFORMANCE ENERGY	
<b>Serial Number:</b>	88175276	REIGN PERFORMANCE FUEL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9497609502		
<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>	949-760-0404		
<b>Email:</b>	efiling@knobbe.com		
<b>Correspondent Name:</b>	KNOBBE, MARTENS, OLSON & BEAR LLP		
<b>Address Line 1:</b>	2040 MAIN STREET		
<b>Address Line 2:</b>	14TH FLOOR		
<b>Address Line 4:</b>	IRVINE, CALIFORNIA 92614		
<b>ATTORNEY DOCKET NUMBER:</b>	HANBEV.9709GEN		
<b>NAME OF SUBMITTER:</b>	DIANE M. REED		
<b>SIGNATURE:</b>	/Diane M. Reed/		
<b>DATE SIGNED:</b>	06/27/2019		

OP \$140.00 88120065

**Total Attachments: 3**

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## RECORDABLE INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

[United States of America]

This Intellectual Property Assignment Agreement (this "IP Assignment"), is dated and effective as of June 17, 2019, by and among MONSTER ENERGY COMPANY, a Delaware corporation (the "Assignor"), and REIGN BEVERAGE COMPANY LLC, a Delaware limited liability company (the "Assignee").

WHEREAS, Assignor is the sole member of Assignee.

WHEREAS, Assignor has conveyed, transferred and assigned to Assignee, certain intellectual property of Assignor, and has agreed to execute and deliver this IP Assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the parties hereto, intending to be legally bound, agree as follows:

1. Assignment. Assignor hereby irrevocably conveys, transfers and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title and interest in and to the following:

(a) The trademarks, service marks, names, corporate names, trade names, logos, slogans, trade dress, design rights and other similar designations of source or origin set forth in Schedule 1 hereto, together with the goodwill symbolized by any of the foregoing as successor to the portion of Assignor's business to which such trademarks, service marks, names, corporate names, trade names, logos, slogans, trade dress, design rights and other similar designations of source or origin pertain, which business is ongoing and existing, and together with certain tangible assets as indicia of said goodwill;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world, including the applications and/or registrations set forth in Schedule 1 hereto; and

(c) any and all rights to sue and collect damages, royalties and payments for past, present and future infringement, misappropriation or other violation thereof;

collectively referred to as the "Assigned Rights."

2. Recordation. Assignor, on its behalf and on behalf of its subsidiaries, authorizes the Commissioner for Patents, the Commissioner for Trademarks and any other patent and


trademark offices and other similar authorities anywhere in the world to record and register this IP Assignment upon request by Assignee.

3. Counterparts and Execution. In the event that any signature is delivered by facsimile transmission or by e-mail delivery of a ".pdf" format data file, such signature will create a valid and binding obligation of the party executing (or on whose behalf such signature is executed) with the same force and effect as if such facsimile or ".pdf" signature page were an original thereof.

4. Successors and Assigns. This IP Assignment shall be binding upon and shall inure to the benefit of the parties hereto their respective successors and assigns.

IN WITNESS WHEREOF, the parties hereto have caused this IP Assignment to be duly executed as of the day and year first above written.

**MONSTER ENERGY COMPANY**

By:   
Name: Rodney C. Sacks  
Title: Chairman and Chief Executive Officer

**REIGN BEVERAGE COMPANY LLC**

By:   
Name: Rodney C. Sacks  
Title: Chief Executive Officer

**SCHEDULE 1**

**ASSIGNED TRADEMARKS**

Mark	Country	App. No.	Filing Date	Class	Status
REIGN ENERGY	United States of America	88/120065	9/17/2018	32	Pending
REIGN FUEL	United States of America	88/175257	10/30/2018	32	Pending
REIGN PERFORMANCE	United States of America	88/175248	10/30/2018	32	Pending
REIGN PERFORMANCE ENERGY	United States of America	88/118353	9/14/2018	32	Pending
REIGN PERFORMANCE FUEL	United States of America	88/175276	10/30/2018	32	Pending

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