

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM549952

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MONSTER ENERGY COMPANY		04/01/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	RULE BEVERAGE COMPANY LLC		
Street Address:	1547 N. KNOWLES AVE.		
City:	LOS ANGELES		
State/Country:	CALIFORNIA		
Postal Code:	90063		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	88120049	RULE ENERGY	
Serial Number:	88118349	RULE PERFORMANCE ENERGY	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	949-760-0404		
Email:	kim.skoff@knobbe.com		
Correspondent Name:	KNOBBE, MARTENS, OLSON & BEAR LLP		
Address Line 1:	2040 MAIN STREET		
Address Line 2:	14TH FLOOR		
Address Line 4:	IRVINE, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	HANBEV.8725T/HANBEV.8737T		
NAME OF SUBMITTER:	DIANE M. REED		
SIGNATURE:	/Diane M. Reed/		
DATE SIGNED:	11/19/2019		
Total Attachments: 3			
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OP \$65.00 88120049

RECORDABLE INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

[United States of America]

This Intellectual Property Assignment Agreement (this "IP Assignment"), is dated and effective as of April 1, 2019, by and among MONSTER ENERGY COMPANY, a Delaware corporation, domiciled at 1 Monster Way, Corona, California 92879, U.S.A. (the "Assignor"), and RULE BEVERAGE COMPANY LLC, a Delaware limited liability company, domiciled at 1547 N. Knowles Ave., Los Angeles, California 90063, U.S.A. (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 to this IP Assignment 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

RULE BEVERAGE COMPANY LLC

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

SCHEDULE 1

ASSIGNED TRADEMARKS

Country	Mark	App. No.	Filing Date	Class	Status
United States of America	RULE ENERGY	88/120049	9/17/2018	32	Pending
United States of America	RULE PERFORMANCE ENERGY	88/118349	9/14/2018	32	Pending

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